

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES

75th YEAR

JULY 1952

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COFFEE BROKERS

NEW YORK
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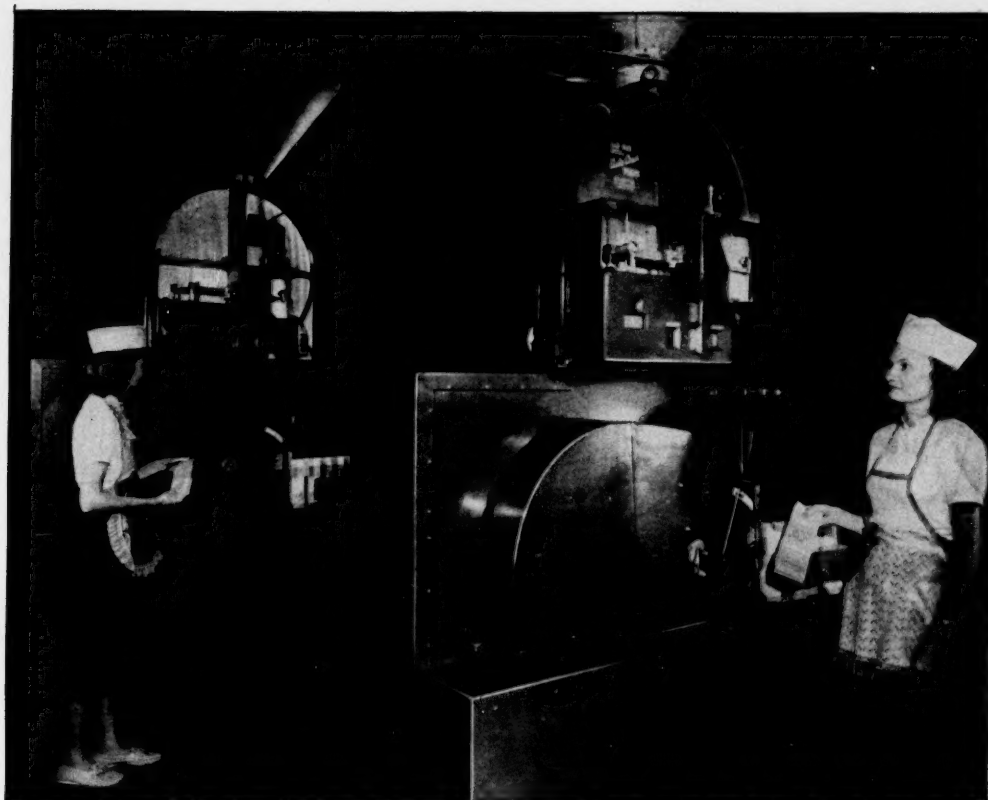
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"As you know, we have one No. 25 BAR-NUN "Auto-Check" Weigher alone, and two No. 25's complete with the Bag Feeders and Openers. With this equipment we are able to put out more packaged pounds of coffee than we ever did before—and with less help. We rely on the BAR-NUNS to keep this production going, and we are never disappointed.

"With my experience with the BAR-NUN Bag Feeder and Weigher, I don't know how we have operated without them. Frankly, I feel it would be almost impossible to stay in business without the aid of the BAR-NUNS."

*NAME ON REQUEST

These BAR-NUNS Package More Coffee with Less Help!

PRODUCTION records on the BAR-NUN Bag Feeders, Openers and Weighers you see in the installation above, tell the usual story . . . BAR-NUNS have increased packaging production while reducing the labor in the department. Of course, the unequalled accuracy of the BAR-NUN "Auto-Check" Net Weigher saves coffee, as well. In many plants, these savings have combined to cut bag packaging costs as much as 50%! Send today for the details on the BAR-NUN Bag Feeder, Opener and Weigher model that will effect the same savings in your plant.

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AND BAG FEEDERS

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Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Co., 106 Water St., New York, N. Y. Subscriptions \$3.00 a year, 50 cents per copy, July, 1952. Vol. 76, No. 7. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.



P. A. C. B. NEWS

Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.

Brazil • Colombia • Costa Rica • Cuba • Dominican Republic
El Salvador • Guatemala • Honduras • Mexico • Venezuela



Urges Regular "Coffee Stops"
Chicago Tribune

**Coffee Stops Important To
Traffic Safety, Expert Says**
Sherman (Texas) Democrat

**Urges "Coffee Stops"
To Cut Traffic Toll**
Detroit Times

"Coffee Stops" Save Lives
Waltham (Mass.) News Tribune

the "coffee-stop" for motorists

You've probably noticed that we here at Pan-American Coffee Bureau don't depend on "glamour" to publicize coffee consumption. Instead, we insist that our publicity must give people *reasons* for drinking coffee *more often*. Reasons that are timely. Reasons that are merchandisable by roasters and retailers.

The headlines on this page are just a small sample of what is happening all over the country as the result of the Bureau's latest publicity theme—the "coffee-stop" for motorists.

a public service

Our highways are lined with restaurants and roadside stands that serve coffee. If we can give motorists a good reason to stop for coffee *more often*, it will mean one more step-up in coffee consumption.

There *is* such a reason, and a very good one: *Safety!*

And it is because the "coffee-stop" promotes safety that the Bureau has been able to enlist the cooperation of individuals and groups who are interested in saving lives on the highway. For the same reason the "coffee-stop" has received the public endorsement of nationally syndicated columnists; has been the subject of repeated "public service" radio announcements warning holiday-goers to make "coffee-stops" to combat drowsiness

and driver fatigue.

The Bureau will intensify this "coffee-stop" program during the remainder of the vacation season. We don't need to tell *you* the benefits from that kind of summer publicity—publicity with a purpose.

sandwich month tie-in

August looks especially good. *The National Sandwich Month Promotion* will be in full swing among your public feeder customers. There will be special displays and advertising by the Wheat Flour Institute and the National Restaurant Association. Here is a natural tie-in that will benefit all of us.

We have full-color behind-the-counter signs for "coffee-and . . ." specials available, with plenty of space for the retailer's featured sandwich and price-mark (the way public feeders like them!). We also have window banners. Both are available to roasters at half the cost to us.

Write to us here at Pan-American Coffee Bureau, 120 Wall Street, and let us know your needs. We'll answer promptly.

Sincerely yours,

Chas. G. Lindsay

MANAGER

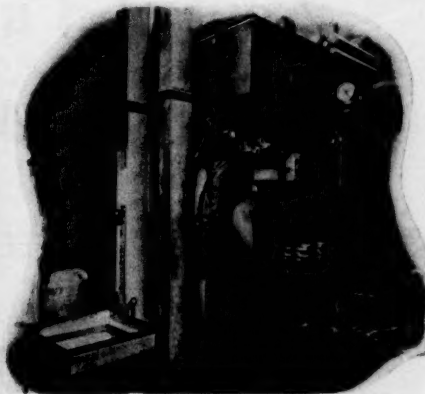


25 IN THE LAST 5 yrs.

Many coffee companies are recognizing the profits possible in operating a "one-man" BURNS roasting plant. In the past five years alone, twenty-five single-roaster plants have been installed.

For companies whose roasting requirements range from 10,000 to 50,000 pounds a week, these compact Thermal layouts are becoming increasingly popular. Each of the 2301 or 2401 Plants shown here is engineered to suit individual needs and designed to integrate readily with *auxiliary equipment which can be added later.

It may pay you to study all the facts. Write us for complete details.



* Modern BURNS auxiliaries include:

- Automatic Roaster Controls
- Green Coffee Cleaners
- Smoke Eliminators
- Grinding Equipment
- Elevators and Bins
- Keenan Chaff Collectors

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Engineers
SINCE 1864

JULY, 1952

3

WHY

DO 36% OF YOUR CUSTOMERS BUY SOLUBLE COFFEE?

Do they like the solubles as well as regular coffee?

*** 2 out of 3 users say, "NO!"**

They are buying CONVENIENCE

With CUP BREW COFFEE BAGS you add CONVENIENCE . . .

. . . yet retain the

***invigorating lift,
delicious flavor and
tantalizing aroma of your regular coffee.***

Capture - and increase - this ever-growing convenience market with Cup Brew Coffee Bags.

**Real Coffee that . . . tastes like coffee,
smells like coffee
and is a pleasure to make**

Cup Brew Coffee Bag Co. licenses the manufacture and sale of Cup Brew Coffee Bags under U. S. Patent No. 2,531,594.

Let us show you how you can easily, quickly — and inexpensively package Cup Brew Coffee Bags in your own plant.

***1951 Good Housekeeping Consumer Panel Reports on Coffee.**

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What Makes A Brand A Best-Seller?



BEFORE all else, a good coffee, blended for its market. Then distribution . . . merchandising . . . astute pricing . . . an effective package.

Bailey's Supreme Coffee lives up to its slogan, "Leaves No Grounds for Complaint." Manufactured by Southland Coffee Company, Atlanta, Ga. and Richmond, Va.,

Bailey's rates high on every count, and the package makes its full contribution.

Precision manufacture is the first requisite of a good coffee bag. Excellent protective qualities are a second. Strong display characteristics are an important third.

High in visibility and remembrance value, yet economical to print, this extremely successful bag was re-designed for Southland by Union Bag's Art Department. The services of these packaging design specialists are available to all Union Bag customers. So too is Union's diversified experience—packaging knowledge which may help you increase the sales impact of your container or make it more economical to produce.



HOW THIS BAG IS MADE
Production Features of
"Bailey's Supreme Brand" Package



Economical Shipping Protection with UNION COFFEE SHIPPING BAGS

Millions of pounds of packaged coffee and tea are shipped in these bags every year. They cost less, save packing room costs, trim shipping costs, give you complete size flexibility—insuring a firmer package regardless of variations in bulk of roasts or grinds.

TYPE OF BAG: Automatic
SIZE: Special CL-1 (3½ x 2½ x 10½)
OUTER PAPER: 50# White S. C. Pique Embossed
INNER LINER: 47# Laminated Amber Glassine



INKS: Red, yellow and black
CLOSURE: Sealite
STORE DELIVERY: Union Automatic Style Duplex Kraft Coffee Shipping Containers

UNION Fancy Coffee Bags

UNION BAG & PAPER CORPORATION
Woolworth Building New York 7, New York



UNION'S MODERNIZED PLANT AT HUDSON FALLS, N. Y. BILLION-BAG SPECIALTY PACKAGING HEADQUARTERS



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**IMPORTERS, ROASTERS, RETAILERS
OF FINE COFFEE**

Represented in

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By the

AMERICAN COFFEE CORPORATION

A decorative border of coffee beans surrounds the central text area.

HAITI 
COFFEE

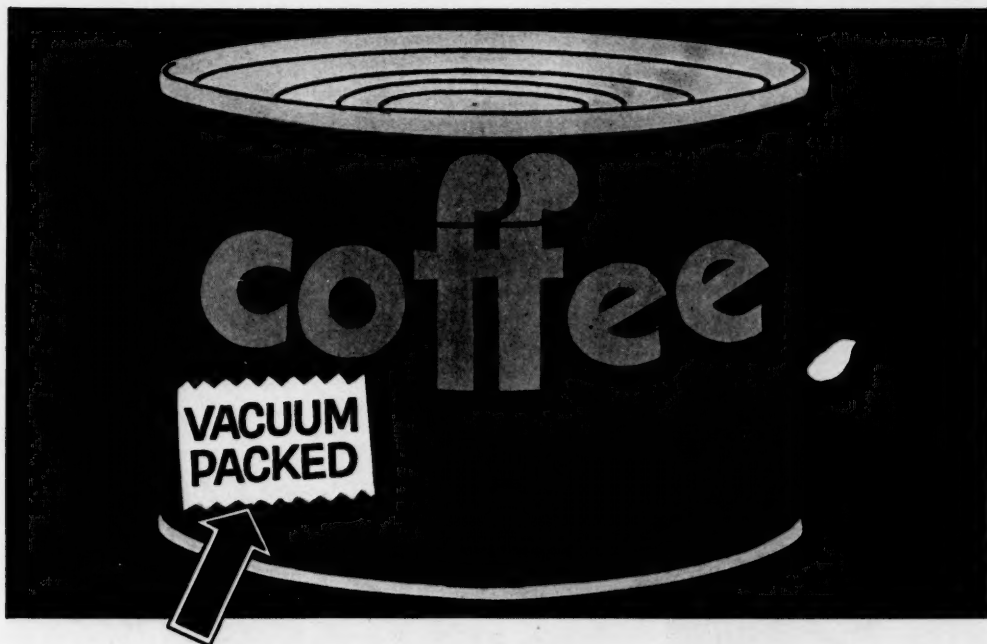
is preferred -- because of its

- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

Plus: Expert Care in Final Removal of Defects

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI



TWO WORDS THAT MEAN —

"More Sales For You!"



When it comes to coffee, the average American housewife demands full flavor.

That's why so many prefer coffee that is VACUUM PACKED . . . to protect original roaster flavor.

They know, from experience, that inside a vacuum packed can is the freshest, richest, best-tasting coffee on the market!

Why not cash in on that preference? Tell women in all your advertising that *your* coffee is vacuum packed.



NOW
MORE THAN EVER
IS THE TIME TO
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WITH
PORTUGUESE
MEDICANS
CAFÉ

THEY WILL
 BE YOUR FRIENDS

JUNTA DE EXPORTAÇÃO DE CAFÉ

HEAD OFFICE: **1 AUGUSTA 27 LISBON PORTUGAL**
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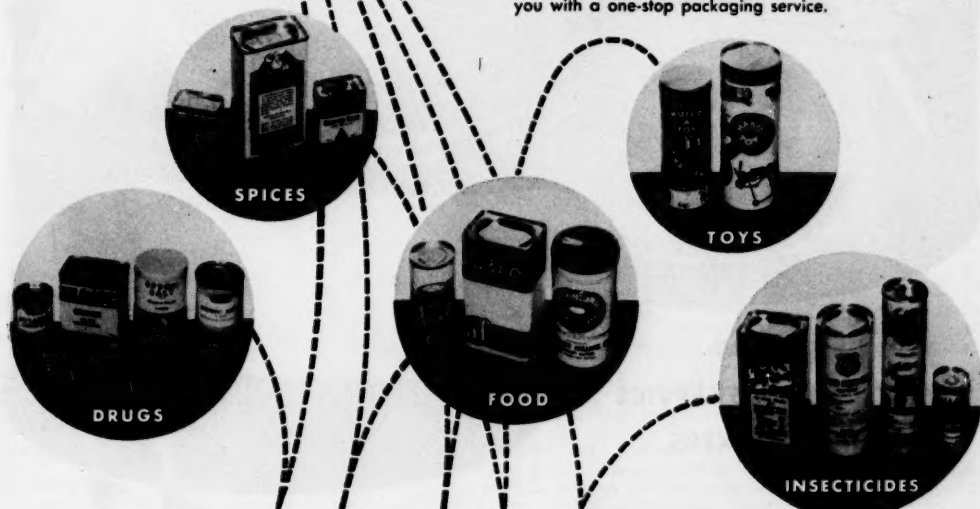
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Years of packaging experience, combined with constant study and research, enable R. C. Engineers to spot product characteristics quickly — adapt them to the most profitable and efficient packaging possible.

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 CAN SUPPLY CO., 1006 W. Washington Blvd., Los Angeles, Calif. GARRET P. KELLY, 316 E. Silver Spring Dr., Milwaukee, Wis.

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When you come to Continental, you get more than tight, brightly clean coffee cans. You get the best in personalized service, too. Our technicians can help with plant layout or closing

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COFFEE & TEA INDUSTRIES and The Flavor Field

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

1—COFFEE GRIND INFORMATION

A 40-page catalogue containing information on grinding equipment and methods has just been issued by the B. F. Gump Co. Included is data on weighing, cleaning, feeding and blending systems, with machinery specifications, elevation drawings of installations and pictures of plant setups in this country and Canada. B. F. Gump Co., Inc., 1325 South Cicero Ave., Chicago 50, Ill.

2—INSTANT COFFEE DATA

Yours for the asking is a comprehensive survey of the instant coffee field which answers such questions as: How much capital investment do you need to get into the instant market? What additional advertising budget is necessary for instant? What are your chances in competition with national brands? Coffee Processors, Inc., 1111 North Halsted Street, Chicago, Ill.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

4—COFFEE, COCOA AND PEANUT MACHINERY

Pamphlets and circulars describing the low temperature process of roasting coffee which has been extended to continuous roasting machines for peanuts and cocoa beans; also circulars on machines for cleaning these commodities. A new brochure covers the "Thermal" process of roasting. Booklet on Granulators also available. Jabez Burns & Sons, Inc., 11th Ave. and 43rd St., New York 18, N. Y.

5—COFFEE BAGS

New coffee profits, more outlets and greater distribution is claimed for one-cup coffee bags packed by the roaster right in his own plant. An illustrated, four-page folder describes Cup Brew Coffee Bags and tells how roasters can use them to improve their market position. Cup Brew Coffee Bag Co., 1715 Logan Street, Denver 5, Colorado.

6—COFFEE MILL

A booklet describes a new type roller mill said to grind coffee in such a gentle manner that no heating of the coffee occurs to affect quality or flavor. Moore Dry Dock Co., Industrial Machinery Division, Foot of Adeline St., Oakland 4, Cal.

SPICE MILL PUBLISHING CO.
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐

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Street Address

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Signature Title

JULY, 1952

Formerly **THE SPICE MILL**

COFFEE & TEA INDUSTRIES and The Flavor Field

75th Year

July 1952

Vol. 75, No. 7

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75th Year

T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

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 12 COFFEE & TEA INDUSTRIES and The Flavor Field

Coffee futures contracts

Second article of a practical series on trading in coffee futures:
key facts about contract types, differentials—and opportunities

By E. A. BEVERIDGE, *Commodity Economist*
Merrill, Lynch, Pierce, Fenner & Beane

We have briefly sketched the history of the New York Coffee & Sugar Exchange, Inc., and have indicated some of the main principles involved in futures trading. Now let us look at the coffee futures contracts themselves.

The contract weight is 32,500 pounds, about 250 bags. Commission rates vary with the price level. The highest non-member rate is \$80 for a purchase and sale at 50¢ or over, this equaling about 1/2 per cent, or about 1/4¢ per pound, at the 50¢ level. Member rates are half of this.

Many contract forms have been used in trading over the years. In virtually all cases, each supplanted a similar one that had become outmoded. They can be summarized as follows:

1. The Colombian contract, long inactive, in lieu of which the Colombian trade in New York has evolved a "to-arrive" contract that serves roughly as price protection.
2. The A, or Rio, contracts, now discontinued, offshoots of the original 1882 contract.
3. The U, or universal, contract, effective September 5th, 1950, covering certain coffees from South and Central America, Mexico, Africa, West and East Indies, has never been popular but probably would be, if properly revamped.
4. The D, or Santos, contracts, covering "soft" coffee, now superseded by the present and more recent S contracts which cover "strictly soft" coffee.

On May 1st, 1952, the Exchange membership started trading in the new S contract, first delivery month May, 1953. Its basic grade is Santos No. 4, the coffee must cup "strictly soft" and must also meet the description, "fair to good roast, solid bean." Grades other than No. 4 are deliverable at the following fixed differentials:

Grade No. 2 at 75 points* over grade No. 4)	Average grade must not be over No. 3 or under No. 5.
Grade No. 3 at 50 points* over grade No. 4)	
Grade No. 5 at 50 points* under grade No. 4)	
Grade No. 6 at 100 points* under grade No. 4)	

*A point is 1/100 of a cent per pound.

Coffee shipped from Santos is deliverable at the contract price, from Angra dos Reis and Rio at 1/2¢ discount, and from Paranagua at 1¢ discount per pound—in every case plus or minus the grade differential. Coffee from these three last-mentioned ports, although similar to Santos coffee, has been selling in the C.I.F. market for years at varying discounts under Santos.

When the old S contract expires in April, 1953, its life will have been just 19 months. Its distinctive features are as follows:

Grade No. 2 at 100 points over grade No. 4)	Average grade must not be under grade No. 5.
Grade No. 3 at 50 points over grade No. 4)	
Grade No. 5 at 100 points under grade No. 4)	
Grade No. 6 at 250 points under grade No. 4)	

Comparing these old S differentials with the new S ones, you will note, for example, that in April, 1953, grade No. 6 will be 2 1/2¢ off but in May, 1953, it will be only 1¢ off. This seeming incongruity is due to the establishment by the Exchange of these differentials on the basis of those ruling at the time each contract is evolved. Obviously, however, with differentials in the outside market fluctuating under a free marketing system, it becomes impossible to fix differentials in futures contracts that will indefinitely parallel those in the outside market. Sooner or later they will begin to diverge. This affects all those with a market position because the effect of any disparity will begin to be felt in the futures price itself, the only flexible point in the set-up that can absorb the disparity.

(Continued on page 38)



The New York Coffee & Sugar Exchange, on Hanover Square.

Angola coffees

By JOAO ILDEFONSO BORDALLO, *Lisbon
Portugal*

The official classification of most known types of Angola coffees is made as per the following basic terminology:

Arabica ("Coffea Arabica")—known as Arabica Angola Coffee.

Cabinda (Angolan variety of "Coffea Canephora")—known as Cabinda Angola Coffee.

Ambriz (Angolan variety of "Coffea Welwitschii")—known as Ambriz Angola Coffee.

Encoje (Angolan varieties of "Coffea Welwitschii, Encojensis"—known as Encoje Angola Coffee.

Cazengo (Angolan varieties of "Coffea Welwitschii, Encojensis")—known as Cazengo Angola Coffee.

Libolo (Angolan variety of "Coffea Welwitschii")—known as Libolo Angola Coffee.

Novo Redondo or Amboim (Angolan varieties of "Coffea Welwitschii")—known as Novo Redondo or Amboim Angola Coffee.

The geographical distribution of Angola coffee production can be noted from the accompanying map. Production of Arabica is very small, as we can see from the following official figures of the production of Arabica and Robusta coffees in 1950:

Arabica, 231 tons (0.5 per cent); Robustas, 46,322 tons (99.5 per cent); totals, 46,553 tons (100 per cent).

Angola coffee, as far as the world market quotation is concerned, shows the following ranks from upper to lower qualities: Arabica, Novo Redondo-Amboim, Ambriz-Encoje and Cazengo.

The final statistics on the export of Angola coffee in the years 1941, 1945 and 1951 give an exact idea as to the quantities produced in connection with botanical species, as well as quantitative evolution of these species.

Table I—Angola Coffee Exports (Species)

Species	Exports - tons			1941 Index		
	1941	1945	1951	1941	1945	1951
Arabica	62	171	307	100	275.8	495.1
Cabinda	133	398		100	299.2	
Ambriz	2,068	7,423	23,970	100	286.6	919.0
Encoje	3,059	5,794	12,198	100	189.4	398.7
Cazengo	3,526	5,794	4,340	100	164.4	123.1
Libolo	264	518	1,039	100	212.2	425.8
Novo Redondo & Amboim...	4,879	11,801	22,270	100	261.8	456.4
	14,376	31,634	64,522	100	220.00	448.8

We considered, in Table I, production in three different years, rather widely separated, so as to get a more exact conception of averages and evolution.

These base-figures are subject to small corrections which do not subvert, however, the general meaning as regarding quantity and quality, as well as the index relation.

The Statistical Department of Agriculture in Angola gives the average analysis of green Angolan coffee of the most produced types in Table II.

Table II—Analysis of Green Angolas

Composition	Ambriz %	Encoje %	Cazengo %	Novo Redondo or Amboim %
Water	12.158	12.076	11.170	13.545
Caffeine	1.121	1.154	1.854	2.060
Total albuminoid substances...	12.543	12.256	9.043	7.132
Cellulose	24.444	25.076	25.155	28.960
Ashes	2.764	2.448	4.150	3.415
Other substances	47.000	46.990	48.628	44.888
Totals	100.000	100.000	100.000	100.000

The crop of Angola coffee is made from June to September, and export shipments are ready on and after August of each year.

Coffee trees which are in production and those which will be in production by 1953 can be seen in the following estimates: 1951, 142,000,000 trees; 1952, 152,000,000; 1953, 175,000,000.

One Angolan coffee tree produces an average of 360 grams (12.7 ounces) so that estimates for production regarding the next two years is as follows: 1952, 55,000 tons; 1953, 63,000 tons.

As Angola has a total area of 1,247,700 square miles and its population is about 4,000,000 inhabitants, including Europeans, the following facts about density can be established:

Population in relation to territory, 3.2 inhabitants per square mile; coffee-plantings in relation to territory, 113.8 coffee trees per square mile; coffee-plantings in relation to population, 35.5 coffee trees per inhabitant.

Angola now has a serious shortage of manual labor, so that the coffee cultivators, especially in the Amboim region, are trying to get production on even ground by means of landmowers and other mechanical implements. For this purpose, experts are studying the possibility of planting shadow trees in such a manner that they might not be an obstacle to mechanical coffee cultivation.

At present an accurate estimate gives a total of 42,000 people (European and natives) dedicated to coffee cultivation, the percentage being 1 per cent European and 99 per cent native. We can easily see the need to introduce mechanical means in coffee cultivation so as to ease the shortage of manual labor as well as to make it more convenient for the Europeans to direct the work.

The Junta de Exportação do Café (Coffee Export Department) is an organ created by the Portuguese government in 1940 with the purpose, among several other aims, of promoting the systematic development of general economy of Portuguese African coffee. This purpose is especially directed at Angola coffee, as this is by far the most important among all the other Portuguese possessions.

The Junta knows that the future of Angola coffee is based not only on the rise of the money value of its exportation, but mainly in its exportable quantities and

Table III—Angola Coffee Exports (Tons)

Years	Tons	Years	Tons	Years	Tons
1932.....	9,477	1937.....	15,764	1942.....	19,520
1933.....	12,026	1938.....	17,453	1943.....	23,932
1934.....	12,035	1939.....	20,732	1944.....	23,755
1935.....	11,670	1940.....	15,774	1945.....	20,227
1936.....	21,913	1941.....	14,855	1946.....	16,605
				1947.....	24,132

qualities. They are therefore trying to intensify coffee cultivation. In this connection, they bought mechanical equipment in large quantities, so as to provide the right coffee processing in such respects as calibration, cleanliness, peeling, etc., as well as official gauges for the standard types of coffee.

The Junta has developed a remarkable technique for the accurate selection of Angola coffee. With the help of many coffee cultivators, the Junta succeeded in banishing the ancient legend that Angola coffee would never be on the level of the most reputable coffee in the international markets.

As stated, Robusta coffee accounts for the most important part of coffee production. The main zones of cultivation are Cazengo, Colungo Alto, Dembos, Libolo,

Table IV—Angola Coffee Exports (Index)

Years	Index	Years	Index	Years	Index
1932.....	100	1937.....	197.9	1942.....	205.9
1933.....	126.0	1938.....	194.3	1943.....	252.5
1934.....	126.9	1939.....	218.7	1944.....	250.6
1935.....	123.1	1940.....	156.6	1945.....	126.3
1936.....	231.2	1941.....	149.6	1946.....	140.5
				1947.....	679.8

Uige, Amboim and Maiombe. Also, in other zones—such as Cuango, Benguela, Bié and Huila—there are many territories which can be ploughed and where coffee cultivation will surely show a remarkable expansion. The Junta is working hard to materialize such prospects.

Now let us see the evolution of Angola coffee exports, as far as quantities and larger markets are concerned. We must bear in mind that domestic consumption in Angola is estimated in about 1,000 tons per year, 20 per cent being absorbed by the meals the cultivators must give to the native workers.

Table III, on Angola coffee exports, shows in a clear way the remarkable development which exports have had since Junta de Exportação do Café took full action in the matter.

(Continued on page 50)

Table V—Principal Markets for Angolas

Years	Tons	Years	Tons
1946.....	8,727	1946.....	21,596
1947.....	8,141	1947.....	12,825
1948.....	12,751	1948.....	11,324
1949.....	10,781	1949.....	14,475
1950.....	5,210	1950.....	12,772
1951.....	9,772	1951.....	7,666
1946.....	5,740	1946.....	1,658
1947.....	9,221	1947.....	5,027
1948.....	11,365	1948.....	7,010
1949.....	10,217	1949.....	1,353
1950.....	5,623	1950.....	2,998
1951.....	17,526	1951.....	3,092
1947.....	7	1947.....	2,397
1948.....	1,099	1948.....	1,124
1949.....	3,788	1949.....	2,681
1950.....	2,328	1950.....	1,189
1951.....	1,752	1951.....	1,502
1948.....	3,464	1948.....	2,145
1949.....	211	1949.....	2,009
1950.....	1,120	1950.....	12,347
1951.....	7,256	1951.....	



Kurt Gans



Albert Ehlers

Colonial Coffee, prominent as restaurant suppliers, merged with Albert Ehlers

The Colonial Coffee Co., one of the leading wholesalers of coffee for restaurants, clubs and institutions, has been merged with Albert Ehlers, Inc., Brooklyn, N. Y., it was announced last month by Albert Ehlers, president of the company.

The entire Colonial organization will remain intact, with Kurt Gans remaining in charge of sales.

The Colonial Coffee name will be retained, and the same Colonial salesmen will continue to serve their customers. All billing will be handled through Ehlers and henceforth the new set-up will be known as the Colonial Coffee Co. Division of Albert Ehlers, Inc.

"This important step means that Colonial faces the greatest future in its history," said Mr. Gans. "Our sales have enjoyed an increase of over 30 per cent in recent months, and now, with the advantages of the Ehlers' roasting, blending, research and delivery facilities, Colonial is destined to become one of the largest wholesalers of restaurant coffee in America."

Regarding future plans, Mr. Ehlers predicted that within 12 months, the Colonial division will increase their business over 50 per cent. This increase will come as a result of plans which are already under way for stepped-up advertising, promotion and merchandising of Colonial Coffee.

Moreover, sales personnel will be doubled and new territory will be added, opening up new markets which until now had to be passed up because of Colonial's inadequate facilities for expansion, it was explained.

A new department will be added to the Colonial Coffee Division to be known as the Colonial Urn and Glass Coffee Maker Service and Repair Department. This department will service restaurants, diners, luncheonettes, drug stores, hotels, clubs and institutions.

Both Mr. Ehlers and Mr. Gans are enthused over the affiliation and are extremely optimistic regarding the future increase in Colonial sales under the Ehler banner.

Colonial Coffee has enjoyed a "top quality" reputation for many years, and it is the intention of the management to continue the same blend, using the same formula which has made Colonial a dominant factor in the wholesale coffee trade, it was stated.

Colonial is moving all of its equipment and facilities to the six-story Ehlers building in Brooklyn. Colonial's new address will be 1300 Flushing Avenue, in that borough.

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Improving your brand position

By **NORMAN H. GROSS**, *President
Cup Brew Coffee Bag Co.*

In this management forum, author Norman H. Gross is relating modern business techniques to management problems of the coffee roaster.

This article, third of a series, discusses methods which can be used to improve your brand position in a given market area.

A forum is a two-way street; it implies questions and comments. We invite your letters, either on ideas in the articles or on specific management problems of your own.

Mr. Gross will answer queries of general interest in this forum, others by direct mail.

The problem of developing sales for a product or a brand line in any given market area is one that must be approached as a long term campaign to develop first consumer acceptance and then consumer demand. The various techniques for developing consumer markets are all well known to the trade, but they are rarely undertaken on a consistent and planned basis.

The competitive nature of industry is such that any substantial improvement of market position will result only from an intensive campaign applied over a fairly long period, that is, a year or more. All too often companies have been spurred into starting programs, running them for one or two months, and then abandoning them. Efforts of this nature usually represent wasted money and time.

In setting out on any program, it is well to isolate a given trade area which geographically falls into an established pattern for advertising media and which offers sufficient potential to offset the cost of using the media involved. It goes without saying that the area selected will be one in which your product has reasonably complete market coverage but in which the sales of your product are not satisfactory, based on its potential.

In analyzing the market potential itself, it should be realized that not all consumers will pick a particular brand as their favorite, and an analysis of consumer taste preference may indicate that there are three or four brands on the market somewhat similar in nature which are competing for 60 per cent to 70 per cent of the consumers, and two or three competing for the 30 per cent or 40 per cent of the trade which has other taste preferences. While most coffee companies have not geared their merchandising to this variance in taste preference, one of the grocery chains has established top leadership by marketing three different brands in an attempt to cover the field of its customers' taste preferences.

The particular class of consumer to whom you are directing your appeal will have some weight in determining the area in which your promotion campaign is to be undertaken. Once the area has been selected, it is necessary to first acquaint the consumer with your product and then convince him it is a superior product, after which the ultimate objective of establishing a consumer buying habit can be obtained.

Since the coffee industry generally is considered one which sells a product designed to give pleasure and "pick up," it appears that the most valid sales point to the consumer is that your coffee will give a greater degree of pleasure or consumer satisfaction.

Getting consumers to try your product will usually take actions of various kinds. It is essential that advertising campaigns be tied in with actual demonstrations. The demonstrations themselves can take many forms other than the customary in-store demonstrations.

However, where in-store demonstrations are used, their entire effectiveness will depend on both the preparation and serving of your coffee. If the coffee itself is inaccurately measured, improperly brewed, or prepared haphazardly with poor equipment not thoroughly cleansed between uses, the resulting product will be no greater than that made in the average home and will present little justification for the consumer to change brands. If paper cups are used to further distort the flavor, it is indeed debatable if any advantage will accrue.

Other types of sampling which are used all too infrequently include home demonstrations in which the demonstrator, during the early part of the week, when in-store demonstrations cannot be arranged, will call on housewives with a complete story of why your product should be used, properly brewing coffee in the housewife's own coffee pot and leaving the balance of the can at the home.

In this connection, it would be well to revert to the old idea, not much used currently, of a booklet about coffee and proper methods of preparation, to be distributed both at store and other demonstrations, and to be given with each purchase in the area.

A great deal can be done at meetings of various types of women's clubs, as your salesmen can arrange to address them on the romance of coffee, presenting a reasonably technical description of the problems inherent in its preparation for market (that is, blending, roasting, etc.) as well as material on the "lift" which coffee gives, in an affirmative sense, and the pleasant camaraderie to be attained over a good cup of coffee. At the same time, the delicate nature of the product and proper methods of preparation should be thoroughly discussed. Such meetings will prove interesting to the consumer and can do a great deal toward building up consumer acceptance of your product.

Talks along similar lines could well serve as a feature attraction at luncheon clubs throughout the territory. Discussions with various program directors indicate that such

(Continued on page 21)



Norman H. Gross

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The PAPER that created a REVOLUTION
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Most of the leading coffee companies are now packing their glassmaker grind for restaurant use in Riegel's Coffee Pouch Paper. This is a smooth, glossy, snow-white web that provides a very tight heat seal.

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Riegel's Pouch Paper retains all the fresh aroma of fine coffee, and gives you a brilliantly printed two or three color sealed pouch . . . with strong brand identification . . . at really moderate cost. Write for samples and full information.

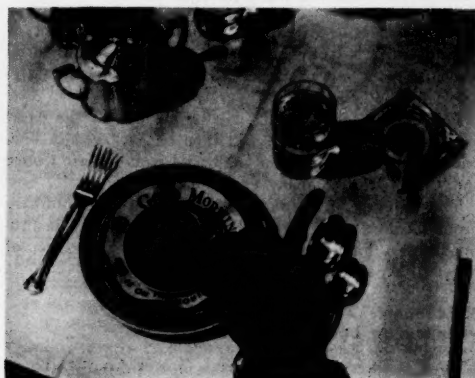
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**SPECIAL PACKAGING PAPERS
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On the menu

developments among public feeding outlets



This is how the B&O serves its pre-breakfast demi-tasse.

Coffee-on-the-house has been making friends for B&O for three decades

For more than three decades, a cup of coffee has been helping customers of the Baltimore & Ohio think of that railroad in a warm, friendly way.

The cup of coffee is the complimentary demi-tasse which is served before breakfast to B&O dining car patrons. The coffee, served in an attractive little Blue Colonial China cup, rests on a gleaming white paper mat which reads, "Good morning! This is on the house."

Over the years, thousands of persons have written to the railroad to express their delight at being greeted by the pre-breakfast refresher.

People have also been captivated by the beauty of the cup itself, and the railroad has sold many thousand pieces of the china to go into homes for use or for decorative purposes.

Letters to the dining car superintendent usually request the cup in quantities of from two to eight.

The pleasant coffee-on-the-house custom has been followed continuously since it was started, with one break. During the war years, because of shortages of china, coffee and dining car crews, B&O was compelled to eliminate it in the same way other desirable services had to be given up.

In November, 1945, the custom was resumed and met with the same warm response. In fact, for many people it was the symbol that peace had actually come at last, the railroad says.

Coffee-on-the-house today is firmly entrenched as a B&O tradition.

"It is one of those little, human touches that distinguish our service and cause people to think of the Baltimore

and Ohio as we like them to, in a special, friendly way," explains the railroad's house magazine.

New coffee-to-go containers help buyers get what they want

Coffee-to-go customers are pretty sure to get coffee the way they order it if the restaurant is using a new container designed for the purpose by the Continental Can Co., Inc., New York City.

Called the Metro-Check, the container has on its pull-tab lid and on its side four squares labeled: "Cream and sugar," "With cream," "With sugar," and "Black."

A check in the right square replaces the otherwise often illegible identifying marks.

The new containers, available in five sizes—6, 8, 10, 12 and 16 ounces—will facilitate group buying at coffee breaks and meals, it is indicated.

Cory introduces push-button electric coffee grinder for restaurants, hotels

The first public showing of the new automatic Cory push-button electric coffee grinder for restaurant and institutional use was held at the recent Washington State Restaurant Show.

A battery of seven Cory Push-Button Automatic Coffee Grinders, each containing a different brand of locally packed and roasted coffee, was displayed in the Cory Corp. booth. Each grinder was filled with whole bean coffee packed and roasted by local coffee companies.

"Through the introduction of the Cory Push-Button Automatic Electric Coffee Grinder, Cory now makes it possible for any restaurant operator to grind coffee freshly, as it is used, by merely touching a push button," said A. H. Huot, Cory's Washington State manager. "Then a touch of the button on the Cory Commercial Push-Button Automatic Coffee Brewing System enables coffee to be brewed fresh every three minutes."

Single unit dispensing hot coffee and cold water bids for coffee sales

In a powerful bid for the office market, Rudd-Melikian, Inc., Philadelphia, has introduced a combination unit which dispenses both cold water and hot coffee.

The combination unit even includes a dial selector giving a choice of coffee black, with cream, with sugar or with both.

Housed in a cabinet that blends in neatly with office decor, the unit serves either beverage in a sanitary paper cup.

The coffee dispensed is Rudd-Melikian's own product, Kwik-Kafe, a special frozen liquid concentrate kept refrigerated within the unit until it is served. The dispenser can be set for push-button or coin operation, as desired.

Production is scheduled to get under way very shortly.

Hot coffee is in the bag in Berlin

Heinz Flath, of Berlin, has opened up a new market for hot coffee. He sells it to passersby right on the street.

He keeps the coffee hot in a vacuum case, which he transports in a motorcycle. He pours the coffee for each customer into a sealed nylon bag, and the beverage is sipped through a straw.

See opportunity for roasters in coffee tie-ins in August with "national sandwich month"

The Wheat Flour Institute and American Baker's Association, in conjunction with the National Restaurant Association, is sponsoring a "national sandwich month" during August. The promotion offers an excellent opportunity for coffee roasters to tie-in their beverage as a natural accompaniment to sandwiches, especially iced coffee, it was pointed out.

This year's special sandwich month is the first time the venture has been tried, but the National Restaurant Association reports that so many food industries have tied-in that its future as an annual event is certain.

More than 150,000 restaurants throughout the country have been mailed promotion kits regarding sandwich month. In addition to the National Restaurant Association, every state and local restaurant association has organized to help its members to promote August as national sandwich month.

The Pan-American Coffee Bureau has an attractive display piece which makes it easy for roasters to get point-of-sale activity for coffee, it was emphasized. This piece is a back-bar strip carrying the Bureau's current slogan, "Give Yourself a Coffee Break." Space is available for writing in a sandwich and coffee feature.

The Bureau also has a window sign inviting people to "Come In and Give Yourself a Coffee Break," which roasters can also offer as a service to restaurant operators for use in connection with sandwich month.

The display pieces are available at the half-cost price of \$1.00 per 100 from the Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.

Product to remove tannin from coffee offered to roasters on franchise basis

A product said to take the tannin compounds out of ground coffee is being offered to roasters on a territorial franchise basis, it was announced last month by the Cafe-cofe Corp., Philadelphia.

Called Chek, the product will be blended by the packers into the coffee, which will then be packaged in one-pound cans and sold under the brand name, "Cafe Coffee and Chek," the company explained.

The beverage is brewed in the same way as ordinary ground coffee, Cafecorp said, adding that many institutional users find they can add an extra half gallon of water to a pound of Cafe Coffee and Chek.

NCA names A. E. Gilster to fill vacancy on board of directors

A. E. Gilster, of the General Grocer Co., St. Louis, was named to the board of directors of the National Coffee Association at the board's recent meeting in New Orleans.

Mr. Gilster's appointment filled a gap created by the resignation of James H. Coleman, who recently joined W. R. Grace & Co., New York City.

NCA's constitution forbids multiple representation on its board. Another Grace executive, William V. Lynch, is also a member of the board.

C. A. MACKEY & CO.
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IMPORTERS - COFFEE

ESTABLISHED 1914

111 WALL ST. NEW YORK

Improving your brand position

(Continued from page 17)

talks would be extremely well received. These talks can be arranged so that your own coffee, properly prepared, is served to the group and a little booklet distributed, containing some information about coffee together with details about its proper preparation. Such talks can make the man of the house a valuable ally in your campaign.

If your salesmen are not adequately informed to make such talks it is time they became better acquainted with the product they sell.

Market surveys indicate that the subject of coffee is an extremely touchy one in most homes, due in some instances to taste differences between husband and wife, but more often to improper preparation, which satisfies neither party. A campaign directed toward helping the wife to really start her husband off right with his ideal cup of coffee would, in the author's opinion, produce good results.

Regardless of the demonstration method, it must be coordinated with both advertising and display campaigns. The advertising campaign should be laid out on the basis of a consistent day-in day-out sales message which basically will come back to the point that your coffee makes a better cup of coffee, is a *more pleasing drink*. While you can try to advertise superiority of beans used or where they are grown, the consumer will get the same thing everywhere else and is not particularly interested in which coffee was grown at the highest altitude (if it were possible for them to find that out), but all consumers are interested in getting a better cup of coffee.

If you can establish, through your advertising media, the subconscious thought that your coffee brings the family together for an enjoyable period of time, that it provides them with breaks during the day when they may take pleasant relaxation and gain added vitality, this will, in the long run, be the thing which convinces them to make a change.

If in addition to the introduction through sampling and the development of the advertising program, you can achieve proper display in the stores, the three-way campaign should help you to convince a sizeable percentage to try your product.

Since our entire campaign is directed toward the establishment of consumer buying habits, our goal, after sampling has occurred, is to obtain the repetitive usage necessary to create a consumer habit. Inducements of many kinds may serve to help create this repeat habit. Only a few are discussed here because of space limitations.

Coupons good on a subsequent purchase of your coffee can be included in the can, together with the booklet on coffee preparation, or premiums can be worked out with coupons or key strip redemptions. If premium plans are to be used, they should be sufficiently impressive to create real desire on the part of the consumer and should require product usage over a several month period to obtain the necessary coupons or strips. The objective of having consumers establish a buying habit for your product should never be overlooked. Such items as sets of silverware and dishes can be effectively used.

While "gimmicks" can help, the primary impetus must be furnished by a sound advertising program backed up by dealer cooperation.

As new people are lured into trying your product, if you can convince them to properly make the coffee the resulting

Trade Roast

By Douglas H. Wood



Yes, sir! Sanforized green beans! Guaranteed not to shrink more than one per cent . . .

product will be far superior to the coffee to which they were accustomed. A great many of these consumers will give full credit for the superiority to your product, while much of the difference may really be in the method of preparation.

We have not mentioned price as a method of attracting the consumer. While it will be necessary in every case that you vigorously compete within the area, it is not felt that price cutting alone, or in combination, will achieve lasting results.

Price cutting stimulates competitive price cutting, and while there are some consumers who will consistently buy the cheapest brand, those consumers are not particularly valuable to anyone since they do not establish buying habits by brand.

The entire campaign must be laid out on a basis of consistent repetitive efforts. It is normally true that the effect of these efforts is cumulative and overnight results should not be expected. Week-in and week-out efforts devoted to one territory will, within a period of four to six months, start to show measurable results, and within a year should provide results adequate to properly measure their effectiveness.

In the process of trying to sell more of your coffee it should be your goal also to sell more of everybody's coffee by stimulating increased consumer desire for the product itself. Only the constructive type of sales program will produce lasting results. Matters such as cups per pound should be approached realistically and the consumer should have pointed out to him that people do have varying tastes and the relative mildness or strength of the coffee desired by the individuals involved should determine the yield from a pound of coffee.

The sales efforts should be devoted to show that for less

(Continued on page 36)

Crops and countries

coffee news from producing areas

Brazil drops port quotas for state allotments, ending monthly limits

Brazil has decided to drop the monthly port quota system in favor of state liberation allotments for the 1952-53 crop year.

A coffee conference meeting in Rio de Janeiro under the chairmanship of the minister of finance considered regulations governing exports from the 1952-53 coffee crop (July 1st, 1952 to June 30th, 1953).

It was decided that upcountry coffee destined for export ports should be made freely to the appropriate port, unless the volume exceeded the port's capacity.

Upcountry shipments must be transported to the port of destination within 30 days. State liberation quotas will be established and the quantity of coffee to be liberated in port markets for the formation of export stocks will be proportional to the production of each state as estimated by the Divisao Economia Cafeeira. Upcountry shipments begin July 1st, 1952 and end on April 30th, 1953.

The crop year has been divided into two periods, July-December 1952 and January-June 1953.

In the July-December period, the monthly allotment is fixed at 1,528,600 bags, divided as follows: Sao Paulo 720,000 bags, Parana 430,000, Minas Gerais 218,700, Esperito Santo 125,000, Rio 31,300, Goyaz 3,000 and Matto Grosso 600.

In the second six months, Sao Paulo may ship 480,000 bags, Parana 286,700, Minas Gerais 131,200, Esperito Santo 75,000, Rio 18,800, Goyaz 2,000 and Matto Grosso 400 bags.

These are not strict monthly allotments. Quotas cannot be anticipated but can be made up in later months if they are in arrears.

Sao Paulo's monthly quota for July-December will be shipped through Santos 690,000 bags, Rio 24,000, Angra dos Reis 6,000.

Minas Gerais' through Rio and Angra dos Reis 201,300, Santos 10,900, Victoria 6,500.

Parana's through Paranagua 400,000, Santos 25,000, Rio 5,000.

Esperito Santo's through Victoria 83,300, Rio 41,700.

Rio de Janeiro's through Rio Niteroi and Angra dos Reis 31,300.

Santos Comercio honors Aborn, Roussell

Edward Aborn and William D. Roussell, president and vice president of the National Coffee Association, were guests of honor at a luncheon tendered by the Associacao Comercial de Santos, reports Octavio Veiga, Santos correspondent of Coffee & Tea Industries.

Mr. Aborn and Mr. Roussell were in Brazil as an official delegation from NCA to that country.

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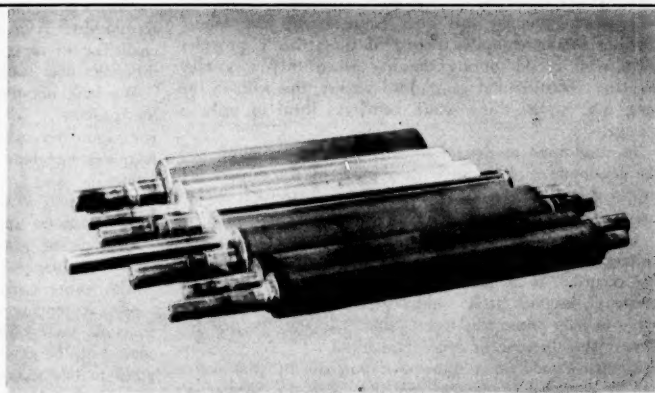
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Recently N. V. Koffie Handelmy Matagalpa, Amsterdam, part of one of the largest coffee import and export houses in Europe, officially opened its new headquarters building (left) in that city. On hand for the ceremony were (above, left to right) H. L. C. Bendiks, president of H. L. C. Bendiks, Inc., New York City; H. Hekker, vice president of the Amsterdam firm; J. S. Van Hensbergen, director of the company, who is considered one of the foremost Dutch traders; and Arnold D'Ailly, mayor of Amsterdam.

In turn, the visitors acted as hosts to the Santos trade at a cocktail party.

Mr. Aborn and Mr. Roussell visited coffee farms in the interior of the state of Sao Paulo.

Table of coffee bean differences issued

A table of coffee bean differences, for use in making up coffee sales declarations, has been adopted by the Divisao Economia Cafeeira, Octavio Veiga reports.

Solid green and solid greenish are the base colors, in cruzeiros and points. Light green is .50 cruzeiros and 12.5 points less; medium color, the same differences; light color, 1.00 cruzeiro and 25 points less; lightish, also 1.00 cruzeiro and 25 points less; medium or dark color, 1.50 cruzeiros and 37.5 points less; yellowish, also 1.50 cruzeiros and 37.5 points less; rainy, etc., 1.00 cruzeiros and 25 points less.

Indonesia optimistic about 1952 coffee crop

Despite the low volume of coffee exports from Indonesia in 1951 as compared with prewar shipments, dealers are optimistic about prospects in 1952 and believe they will be able to dispose of their entire crop at reasonable prices.

The Netherlands was the largest importer of Indonesian coffee in 1951, taking 1,178 tons of Arabica, while Italy and Singapore were the largest importing countries for the lower-grade Robusta coffee, each importing over 5,000 tons.

It is hoped that Japan, which took only small amounts of Indonesian coffee in 1951, will be in a position to import larger amounts in 1952.

Reports on coffee crops in Colombia

The peak of the "traviesa" crop has passed, according to an authoritative source in Medellin, Colombia. The quality of this crop in general was considered only fair. The quantity harvested in the Antioquia area is estimated as 25 to 35 per cent less than the same crop last year, although final figures were not available.

The "cosecha" or main crop is developing ahead of schedule. The coffee people here state that barring unseasonable weather, the cosecha will be better than last year both in quality and quantity.

JULY, 1952

Walter B. Carswell,
formerly vice-president of
R. C. WILHELM & CO., INC.,
announces formation of
his own firm July first.

WALTER B. CARSWELL

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Solubles

Maxwell House plans expansion of plant for instant coffee in San Leandro, Calif.

A contract for a major plant addition to the Maxwell House plant in San Leandro, Calif., has been awarded to the Swinerton and Walbert Co., San Francisco.

J. K. Evans, general manager of the Maxwell House Division of General Foods, explained that the extensive addition was needed to service the fast growing demand for Instant Maxwell House and Instant Sanka coffees on the West Coast.

The Maxwell House plant in San Leandro was built in 1950.

Borden to set up soluble coffee plant in Mississippi

Plans for the establishment of a soluble coffee plant by the Borden Co. at Macon, Miss., have been announced by W. H. Gurley, president.

The new operation will be in addition to the Borden milk processing plant located there. The coffee manufacturing division will utilize part of the present plant.

A survey was conducted since the first of the year to determine a suitable location for additional Borden soluble coffee processing facilities.

It was found that the plant layout in Macon was adaptable to a soluble coffee operation without major structural changes. It also was noted that Macon was on the

GM&O Railroad line on which the coffee could be shipped.

Though the milk processing plant will be supplanted by the making of instant coffee, the company will maintain facilities for receiving milk from producers, Mr. Gurley said.

During World War II, the plant manufactured powdered milk and later powdered lemon extract.

The plant pay roll will be raised from 30 to between 80 and 100 men.

The plant proper will need little remodeling, but practically all the machinery will have to be replaced. Dismantling has begun and company officials hope to have instant coffee off the assembly lines by fall.

Barrington Hall launches ad drive for new instant in revamped package

Barrington Hall Coffee is beginning intensive promotion of its newly-developed pure instant coffee.

Theodore W. Berendsohn, sales and distribution manager for the manufacturer, the Baker Importing Co., a division of Hygrade Food Products Corp., Detroit, said the brand, one of the oldest in the instant coffee field, is also revamping its packaging.

The instant is the product of a new process by which a high percentage of crystallization is achieved, it was reported.

The process was developed at Hygrade's Minneapolis plant.

It is expected that Detroit will be the first market in which the new instant will be promoted, with other Midwest cities following. It is hoped the product will be



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in all major urban markets within a year.

Barrington Hall's present instant, which will be replaced by the new one, now sells in 25 to 30 states, Mr. Berendsohn said.

**Specialist in coffee concentrates,
solubles opens new office in New York**

Mortimer J. Kahan, who for more than 20 years has been associated with the coffee industry, specializing in coffee concentrates and extractions, has opened a new office at 135 Front Street, New York City.

The company bearing his name issues licenses for the use of equipment and processes developed by Mr. Kahan for making coffee concentrates and solubles.

The equipment, which is stainless steel, extracts the liquid from the coffee brew to form a concentrate consisting of 30 to 31 per cent total solids, Mr. Kahan explained.

The concentrate can be used for making coffee flavoring, and it is an essential step, prior to drying, for the manufacture of a good soluble coffee powder, Mr. Kahan explained.

The process developed by Mr. Kahan comprises a method of assembling water and coffee in proper proportions, subjecting them to heat and liquid removal, and doing it with specific procedure and timing.

Mr. Kahan also wholesales his own blends of bulk roasted and ground coffee to many of the large ice cream manufacturers who use it, with his equipment and methods, in making coffee concentrates for flavoring.

**To distribute new coffee concentrate
on West Coast only through dairies**

A new glass-packed liquid coffee concentrate, manufactured by the Foster Coffee Corp., San Francisco, is being test marketed in that city.

Distribution of the product, it was emphasized, will be entirely through dairy companies. T. E. Foster, president of the Foster Coffee Corp., a new firm, is also head of the Marin Dell Milk Co., in San Francisco.

The coffee concentrate has no fillers or added flavorings, it was explained. Sold under the "Q-Brand" label, it is said to be a patented water extraction of high-grade coffees.

Dairies were chosen for the distribution channel because they are an economical means and because the coffee concentrate will be sold with dairy products.

After test marketing in San Francisco, plans call for the product to be merchandized in 11 Western states.

**Instant coffee cream is given
market tests by Ohio company**

An instant coffee cream, which dissolves when it is sprinkled on hot coffee and stirred, is being marketed on a test basis by the M & R Dietetic Laboratories, Inc., Columbus, Ohio.

Called "Pream," the item is said to be a 100 per cent pure dairy product containing only pure cream and milk solids. It does not sour and needs no refrigeration, according to the manufacturer.

A four-ounce can of Pream gives twice as many servings as a half-pint of bottled coffee cream for a few pennies more, the company claims.

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POWDERS**

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S. A. Siroshram, Inc.,
New York, N. Y.

New electronic machine sorts coffee beans by color, removes "faults"

Sorting of green coffee beans to remove "faults," now done in producing countries by hand, may become a machine operation if the industry takes to a new electronic color sorter, demonstrated in New York City last month.

Known as Gromax, the machine was developed in England by Creighton and Partners, Ltd., London, and is being distributed in the United States by Newman's, Inc., Tulsa, Oklahoma.

Joe Grosz, inventor of the Gromax and president of Creighton and Partners, Ltd., flew to the United States for the demonstration of the unit. Also on hand for the showing was Irvin Frank, of Newman's, Inc.

The Gromax suitable for coffee sorting, one of two models available, stands 6 feet 2 inches high, 2 feet wide and 1 foot 7 inches deep.

Coffee beans are fed into the top of the machine. Inside, a conveyor carries them singly to a vertical chute, down which they fall, one by one. At the bottom of the chute each bean is scanned from three sides by photo-electric cells. A bean which meets the color standard continues falling into an output chute and passes out of the machine near the bottom. A bean which is off-color triggers a blast of compressed air which throws it into an output chute for rejects.

This Gromax is a duplex model, with two feeds and two separator mechanisms. Each feed can handle 30 pounds an hour, for a total of 60 pounds.

The units can be set up in batteries, each machine requiring no more floor space than its modest width and depth. One operator can handle as many as 50 of the units, checking feeds against jamming and glancing at indicator bulbs to see the light efficiency is up to par.

All that is needed to operate a Gromax is an electric outlet and compressed air. The electricity required is 50-60 cycle, 10 ampere, 110-120 volt current.

To make servicing of the machine as simple as possible, the parts are in sub-assemblies which can be removed and replaced by unskilled workers.

The Gromax can be adjusted to reject beans of any off-color, black or white.

Reasonable cost

The cost of the machine is reasonable, it was stated. Units can be supplied as ordered. The factory is in England, but arrangements are being completed for servicing now, and later manufacturing, in the Americas.

The main electric supply is centered on the switch panel at the top of the machine. This contains the feed control, the main switches supplying the amplifier power supply, the power amplifier, and the on-off switch for the feed. Below this is the light efficiency indicating meter and the low tension switch which controls the lights and filaments.

The electronic circuit consists of a pre-amplifier, a stabilized power supply and a power amplifier.

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COFFEE

STEWART, CARNAL & CO., LTD.

IMPORTERS
NEW ORLEANS

Direct Connections in Most Coffee Producing Countries

Premiums

**25% of all U. S. families
are reached by premiums,
national survey reveals**

A study made by National Family Opinion Inc., Toledo, Ohio, indicates that premiums reach 25 per cent of American families.

Results of the survey highlighted the wide variety of premiums used, indicating that "premium items of established popularity are comparatively few in number."

For example, 32.7 per cent of all premiums received consisted of 118 miscellaneous items, the great majority of them mentioned only once.

Silverware was in first place, accounting for 16.8 per cent of the total, while wash cloths took second place with only 4.6 per cent of the total. Scissors, with 4.1 per cent, occupied third place.

A breakdown of families receiving premiums showed little deviation from percentage rankings according to geographic areas, population densities or income group.

The survey showed clearly that "the old folks" are neglected in the premium market. The 65-years-and-over group makes up 9.3 per cent of the population, yet this group accounted for only 3.2 per cent of those receiving premiums. Those families with a homemaker in the 25-34 years of age group got the greatest number of premiums (29.5 per cent). This is partially explained by the fact that such families have the largest number of children living at home.

Travellers Premium moves to larger quarters

The Travellers Premium Co., Inc., moved to larger quarters at 80 Washington Street, New York City.

The new facilities permit a greatly increased volume of business. Many national sales contests are being handled for large firms. Catalogs are furnished for purchasers of Christmas gifts, good will advertising gifts and sales incentive awards.

Merchandise of all types is available for premium campaigns, the company declared.

Expect sell-out of space at New York Premium Show

A complete sell-out of exhibit space at the New York Premiums Show, to be held September 15th-18th at the Hotel Astor, New York City, is expected by Arthur Tarshis, show manager.

The four-day exposition, sponsored by the Premium Advertising Association of America, Inc., will be marked by a conference on premium merchandising and a banquet for premium buyers and suppliers.

McCormick offers teapot

A Bru-O-Lator teapot, said to be worth \$3.50, is being offered by McCormick & Co., Inc., Baltimore, at no extra cost with the purchase of McCormick Tea or Tea Bags for \$1.25.

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NEW ORLEANS

225 Magazine St.

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COFFEE - TEA

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Coffee Importers

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Countries of Production

Marketing

advertising . . . merchandising . . . promotion

Hills Bros., Lipton,
Nescafe top other brands
in 15-market survey

Hills Bros. Coffee, Lipton Tea and Nescafe topped competing brands in a survey of product use and brand preferences for 15 markets from coast to coast published by the Newspapers' Consolidated Consumer Analysis.

The 15 markets are Columbus, Ohio; Duluth, Minn.; Fresno, Calif.; Indianapolis, Ind.; Milwaukee, Wis.; Modesto, Calif.; Omaha, Neb.; Portland, Maine; Sacramento, Calif.; St. Paul, Minn.; Salt Lake City, Utah; San Jose, Calif.; Seattle, Wash.; Spokane, Wash.; Washington, D. C.

Hills Bros. Coffee was the leading brand in seven of these markets, Maxwell House in three, and Butter-Nut, Folger's, Wilkins and Arco were each top brand in one.

In the instant coffee field, Nescafe was top brand in 12 out of the 14 markets surveyed on this product. Borden was the leading brand in one city, Maxwell House in another.

Use of instant coffee varied from 51.3 per cent in Portland, Maine, to 10.8 per cent in the Duluth market.

Among the packaged teas, Lipton was tops in 13 out of 14 markets, while Salada led in one—Portland, Maine. Tenderleaf was second in eight markets, third in five, fourth in one.

Lipton was also first in 13 out of 14 markets on tea bags, with Salada leading in one.

Lucky Strike ties in with coffee in groceries

Grocers will be pushing coffee with cigarettes—Lucky Strike, that is—if the American Tobacco Co. has its way.

New point-of-sale material urges store customers to "enjoy your Lucky Strike with your favorite coffee."

Standard Brands runs coffee-tea promotion

A ten-cent coupon deal with a different twist has been featured by Standard Brands Inc.

Cans of Chase & Sanborn Coffee have been distributed

GABRIEL DE PAULA S/A

Comissaria e Exportadora

Coffee Exporters

SANTOS • RIO DE JANEIRO • PARANAGUA
BRAZIL

BRAZIL **GABRI** — a trademark of quality

FAIRCHILD & BOLTE
WELDON H. EMIGH CO., INC.
FELIX J. VACCARO
NEW YORK
SAN FRANCISCO
NEW ORLEANS

with special red tops declaring that inside the can is a coupon worth ten cents—on either a one-quarter or a one-half pound package of Tender Leaf Tea.

Silex names Grant Advertising to handle public relations

The Silex Co., Hartford, Conn., has appointed Grant Advertising, Inc., to handle its public relations, Monroe G. Smith, president, has announced.

Grant will handle overall public relations counseling, in addition to publicity on all Silex products. Mr. Smith explained the appointment was in line with the company's expansion in products and sales effort.

Surf promotes coupon deal on coffee

To boost its own sales, Surf, the soap powder, has been running what it calls a "coffee time special."

Large space newspaper advertisements have been telling consumers that yellow-banded boxes of Surf contain coupons, each good at the grocer for ten cents on "your favorite brand of coffee."

Gladiolus bulbs are Nash Coffee premiums

Fifteen gladiolus bulbs were recently offered by the Nash Coffee Co., St. Paul, for 25 cents and the band from a can of Nash Coffee.

Philadelphia coffee and tea retailers close doors after 98 years, blame strike

John Ellis & Bro., Philadelphia, one of the area's oldest coffee and tea dealers, announced that it is going out of the retail business because of a strike which started almost three months before.

In a "personal message" to customers, John Ellis, managing director of the firm, said the firm deeply regrets that it can no longer serve its retail customers after 98 years in business.

The firm was founded in 1854 by Allen Cuthbert. An employe, Francis Bond, became its owner in 1871. John Ellis, who had worked for Bond, bought it in 1908. The present shop, with its "coffee pot" dome, was built in 1929.

The firm had customers throughout the United States and also in France, England, Germany, and Australia, it was reported.

MALZONI & CO., LTD.

**Coffee Exporters
SANTOS - BRAZIL**

Represented in all U.S.A. by
OTIS, McALLISTER CO.

The Flavor Lasts

Research at one of our large Universities has resulted in the following conclusion. "The presence of chicory in the brew causes the caffeine to be held in the brew". This means that the delightful flavor of coffee persists longer in a coffee-chicory blend. It's one of the reasons why you should buy Muller's chicory.

E. B. MULLER & CO.

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New York

613-615 South Peters St.
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Factories in Michigan

**THERE'S A
DIFFERENCE
IN TEA—**

**AND
TENDER LEAF
BRAND
PROVES IT!**

**ALL THE
FLAVOR
YOUR CUP
CAN HOLD!**



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NEW YORK NEW ORLEANS



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(Patrimônio Nacional)

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Rua Visconde Inhauma 134

SANTOS: DELTA LINE, INC.
Rua 15 de Novembro 174-178

LUANDA & LOBITO:
Sociedade Luso-Americana, Ltda.

MATADI:
Nieuwe Afrikaansche Handels Vereniging



Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American-West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Barb-W'n—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebank's Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines
Independent—Independent Line
Isbrandtsen—Isbrandtsen Co., Inc.
Italian—Italian Line
JavPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
NYK—Nippon Yusen Kaisha Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Neth—Royal Netherlands Steamship Co.
Robin—Robin Line
SCross—Southern Cross Line
Silver—Silver Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Stran—Strachan Shipping Co.
Swed-Am—Swedish American Line
UFruit—United Fruit Co.
West Cst—West Coast Line, Inc.
Wes-Lar—Westfal Larsen Co. Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gt—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jn—Jacksonville
LA—Los Angeles
MI—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
NJ—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJUTLA			
7/17	Mama	UFruit Cristobal ¹	7/20
7/27	Snefeld	UFruit Cristobal ¹	7/30
8/15	Mama	UFruit Cristobal ¹	8/18

AMAPALA			
7/20	Snefeld	UFruit Cristobal ¹	7/30
8/7	Mama	UFruit Cristobal ¹	8/18

ANGRA DOS REIS			
7/15	Trader	PAB LA8/5 SF8/8 Va8/14 Se8/15 Po8/18	
7/21	Falkanger	Wes-Lar LA8/16 SF8/19 Se8/25 Va8/26 Po8/28	

BARRANQUILLA			
7/15	Cape Avinof	UFruit NY7/27	
7/15	Fiador Knot	UFruit N07/28	
7/17	Santa Sofia	Grace NY7/22	
7/22	Cape Cod	UFruit NY8/3	
7/29	A steamer	UFruit N08/11	
7/29	Cape Cnirind	UFruit NY8/10	
8/5	Cape Ann	UFruit NY8/17	
8/12	Cape Avinof	UFruit NY8/24	
8/12	Fiador Knot	UFruit N08/25	

BARRIOS			
7/12	Byfjord	UFruit Ho7/17 N07/20	
7/17	Avenir	UFruit NY7/24	
7/19	Mataura	UFruit Ho7/24 N07/27	
7/26	San Benito	UFruit Ho7/30 N08/3	
7/27	Manaquei	UFruit NY8/3	
8/3	Nabella	UFruit NY8/10	
8/9	Byfjord	UFruit Ho8/13 N08/17	
8/10	C. G. Thulin	UFruit NY8/17	

SAILS	SHIP	LINE	DUE
8/16	Mataura	UFruit Ho8/20 N08/24	
8/17	Avenir	UFruit NY8/24	
8/23	San Benito	UFruit Ho8/27 N08/31	
8/24	Manaquei	UFruit NY8/31	

BUENAVENTURA			
7/10	Bresle	Independence LA7/26 SF7/28 Po8/2 Se8/4 Va8/5	
7/13	Santa Luisa	Grace NY7/21	
7/20	Santa Cecilia	Grace NY7/28	
7/25	Santa Rita	Grace NY8/4	
7/27	Santa Margarita	Grace NY8/4	
8/3	Santa Isabel	Grace NY8/11	
8/5	Santa Ines	Grace NY8/20	
8/19	Santa Olivia	Grace NY9/1	

CARTAGENA			
7/14	Talamanca	UFruit NY7/21	
7/16	Fiador Knot	UFruit N07/28	
7/21	Vergas	UFruit NY7/28	
7/28	Jamaica	UFruit NY8/4	
7/30	A steamer	UFruit N08/11	
8/4	Talamanca	UFruit NY8/10	
8/11	Vergas	UFruit NY8/18	
8/13	Fiador Knot	UFruit N08/25	
8/18	Jamaica	UFruit NY8/25	

CORINTO			
7/14	Bresle	Independence LA7/26 SF7/28 Po8/2 Se8/4 Va8/5	
7/19	Snefeld	UFruit Cristobal ¹ 7/30	
8/6	Mama	UFruit Cristobal ¹ 8/18	

CRISTOBAL			
7/14	Cape Ann	UFruit NY7/20	
7/15	Santa Luisa	Grace NY7/21	

SAILS	SHIP	LINE	DUE
7/19	Fiador Knot	UFruit	N07/28
7/22	Cape Avinof	UFruit	NY7/27
7/22	Santa Cecilia	Grace	NY7/28
7/28	Cape Cod	UFruit	NY8/3
7/29	Santa Margarita	Grace	NY8/4
8/2	A steamer	UFruit	N08/11
8/4	Cape Cmbrind	UFruit	NY8/10
8/5	Santa Isabel	Grace	NY8/11
8/11	Cape Ann	UFruit	NY8/17
8/16	Fiador Knot	UFruit	N08/25
8/18	Cape Avinof	UFruit	NY8/24

DAR es SALAAM

7/13	Brigham Vic	Farrell	NY8/18
7/23	Afr Moon	Farrell	NY8/23
7/23	Dolly Turman	Lykes	

DURBAN

7/21	Brigham Vic	Farrell	NY8/13	Ba8/16	Pa8/18
8/1	Sylvia Lykes	Lykes			
8/11	Afr Moon	Farrell	NY9/2	Ba9/5	Pa9/7
8/31	Afr Crescent	Farrell	NY9/21	Ba9/24	Pa9/26

EL SALVADOR

7/16	Bresle	Independence	LA7/26	SF7/28	Pa8/2	Se8/4	Va8/5
7/24	Vesuvio	Italian	LA8/4	SF8/7	Va8/12	Se8/14	Pa8/17

GUATEMALA

7/17	Bresle	Independence	LA7/26	SF7/28	Pa8/2	Se8/4	Va8/5
7/25	Vesuvio	Italian	LA8/4	SF8/7	Va8/12	Se8/14	Pa8/17

LA LIBERTAD

7/15	Marna	UFruit	Cristobal ²	7/20
7/26	Snefeld	UFruit	Cristobal ²	7/30
8/10	Marna	UFruit	Cristobal ²	8/18

LA UNION

7/12	Marna	UFruit	Cristobal ²	7/20
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SAILS	SHIP	LINE	DUE
7/23	Snefeld	UFruit	Cristobal ² 7/30
8/10	Marna	UFruit	Cristobal ² 8/18

LIMON

7/11	Cape Ann	UFruit	NY7/20
7/18	Cape Avinof	UFruit	NY7/27
7/22	Fiador Knot	UFruit	N07/28
7/25	Cape Cod	UFruit	NY8/3
8/1	Cape Cmbrind	UFruit	NY8/10
8/5	A steamer	UFruit	N08/11
8/8	Cape Ann	UFruit	NY8/17
8/15	Cape Avinof	UFruit	NY8/24
8/19	Fiador Knot	UFruit	N08/25

LOBITO

7/19	Del Oro	Delta	N08/12
7/23	Tulane	Am-W Afr	NY8/31
7/26	Afr Pilgrim	Farrell	NY8/17
7/28	Afr Glade	Farrell	NY9/2
8/2	Del Rio	Delta	N08/25
8/20	Del Sol	Delta	N09/13
8/27	Afr Pilot	Farrell	NY9/14
8/29	Tatra	Am-W Afr	NY9/30
9/1	Afr Glade	Farrell	NY9/20

LOURENCO MARQUES

7/15	Dolly Turman	Lykes	
7/17	Leslie Lykes	Lykes	U.S. Gulf 8/9
7/19	Brigham Vic	Farrell	NY8/13 Ba8/16 Pa8/18
8/6	Sylvia Lykes	Lykes	
8/9	Afr Moon	Farrell	NY9/2 Ba9/5 Pa9/7

LUANDA

7/12	Del Oro	Delta	N08/12
7/15	Tulane	Am-W Afr	NY8/31
7/24	Afr Glade	Farrell	NY9/2
7/27	Del Rio	Delta	N08/25
7/30	Afr Pilgrim	Farrell	NY8/17
8/15	Del Sol	Delta	N09/13
8/23	Afr Pilot	Farrell	NY9/14

SOME LIKE IT HOT ... SOME LIKE IT COLD ...

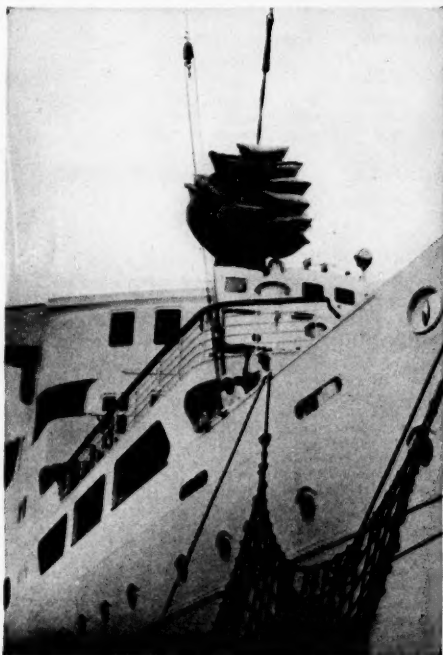
BUT nobody wants it old! Coffee, whether green, roasted, or already brewed, is best when it's fresh—and you get your coffee in 13 days from Santos . . . 12 days from Rio, when it comes via Argentine State Lines.

Three new passenger liners—the RIO DE LA PLATA, the RIO JACHAL and the RIO TUNUYAN have joined the regular fleet of Argentine State Line freighters, operating a swift, dependable service between East Coast ports of South America and New York. Handling by efficient, experienced crews, in and out of immaculate holds, assures a minimum of bag damage and flavor contamination. Your coffee arrives in perfect condition at the modern ASL terminal at Pier 25, North River, New York, ready for easy delivery to truck or lighter.

ARGENTINE STATE LINE

BOYD, WEIR & SEWELL, INC., GENERAL AGENTS

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SAILS	SHIP	LINE	DUE
8/23	Tatra	Am-W Afr	NY9/30
8/28	Afr Glade	Farrell	NY9/20

MARACAIBO

7/15	Santa Sofia	Grace	NY7/22
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MATADI

7/13	Tulane	Am-W Afr	NY8/31
7/21	Afr Pilgrim	Farrell	NY8/17
7/21	Afr Glade	Farrell	NY9/2
7/25	Del Rio	Delta	N08/25
8/13	Del Sol	Delta	N09/13
8/18	Afr Pilot	Farrell	NY9/13
8/21	Tatra	Am-W Afr	NY9/30
8/23	Afr Glade	Farrell	NY9/20

MOMBASA

7/16	Afr Moon	Farrell	NY8/23
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PARAMARIBO

8/14	A vessel	Alcoa	NY8/28
9/25	A vessel	Alcoa	NY10/19
11/6	A vessel	Alcoa	NY11/20

PARANAGUA

7/12	Bowplate	IFC	NY8/3	Pa8/8	Ba8/9	Bo8/12	M18/17
7/12	Del Alba	Delta	N08/4	Ho8/9			
7/13	Itajai	Brodin	Ba7/31	NY8/1	Bo8/4	Pa8/6	
7/13	Panama	Lloyd	NY8/4				
7/14	Mormacove	Mormac	Ba8/2	Pa8/4	NY8/6		
7/15	Falkanger	Wes-Lar	LA8/16	SF8/19	Se8/25	Va8/26	Pa8/28
7/24	Lia	Brodin	Ba8/9	NY8/12	Bo8/14	Pa8/16	
7/26	Del Mundo	Delta	No8/18	Ho8/23			
8/1	Mormacport	Mormac	Ba8/15	Pa8/17	NY8/19		
8/3	Bowrio	IFC	NY8/24	Pa8/28	Bo8/30	Ba9/1	
8/4	Del Aires	Delta	N08/25	Ho8/30			
8/5	Campero	Dodero	NY8/25	Bo8/28	Pa8/30	Ba9/1	NY9/2
8/5	Seafarer	PAB	LA9/1	SF9/4	Va9/10	Se9/11	Pa9/15
8/8	Bowgran	IFC	NY8/30	Pa9/5	Ba9/6	Bo9/9	M19/14
8/9	Hindanger	SCross	NY8/30	Bo9/3	Pa9/5	Ba9/6	
8/26	Bowmonte	IFC	NY9/15	Pa9/20	Ba9/21	Bo9/24	M19/29
9/5	Bowhill	IFC	NY9/27	Pa10/2	Ba10/3	Bo10/6	M110/11

PORT SWETTENHAM

7/22	Polk	Am-Pres	NY9/8
7/23	Mandeville	Barb-Frn	U.S.A. 8/28
7/28	Gertrude Mnk	Maersk	NY9/17
7/31	Tyler	NY8/22	
8/9	Fernand	Barb-Frn	U.S.A. 9/13
8/10	Taft	Am-Pres	NY9/25
8/16	Cuba Victory	Am-Pres	NY10/2
8/23	Granville	Barb-Frn	U.S.A. 10/3
8/26	Johnson	Am-Pres	NY10/15
9/6	Monroe	Am-Pres	NY10/24
9/10	Fillmore	Am-Pres	NY11/1
9/16	Harrison	Am-Pres	NY11/4
9/21	Garfield	Am-Pres	NY11/12

PUNTARENUS

7/13	Bresle	Independencia	LA8/4	SF8/7	Va8/12	Se8/14	Pa8/17
7/14	Snefield	UFruit	Cristobal	7/30			
7/19	Vesuvio	Italian	LA8/4	SF8/7	Va8/12	Se8/14	Pa8/17
8/2	Marna	UFruit	Cristobal	8/18			

RIO DE JANEIRO

7/10	Del Norte	Delta	N07/24
7/16	Trader	PAB	LA8/5
7/16	Rio Tunuyan	ArgState	NY7/28
7/17	Itajai	Brodin	Ba7/31
7/18	Del Alba	Delta	N08/4
7/19	Panama	Lloyd	NY8/4
7/19	Bowplate	IFC	NY8/3
7/23	Falkanger	Wes-Lar	LA8/16
7/23	Uruguay	Mormac	NY8/4
7/24	Del Sud	Delta	N08/7
7/27	Lia	Brodin	Ba8/9
8/1	Del Mundo	Delta	No8/18
8/6	Rio Jachal	ArgState	NY8/16

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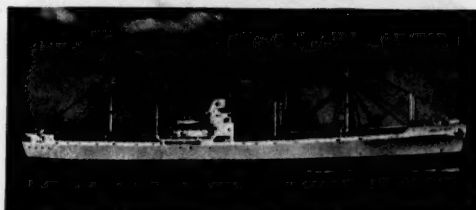
Chicago—F. C. MacFarlane, 209 S. La Salle St.

Detroit—F. C. MacFarlane, 715 Transportation Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranaguá—Transparana Ltda.

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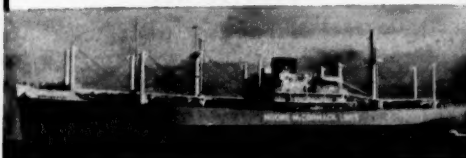
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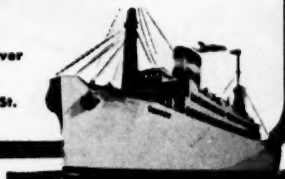
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SAILS	SHIP	LINE	DUE
8/8	Campero	Dodero	NY8/25 Bo8/28 Pa8/30 Ba9/1 NY9/2
8/8	Del Aires	Delta	N08/25 Ho8/30
8/12	Hindanger	SCross	NY8/30 Bo9/3 Pa9/5 Ba9/6
8/13	Sesfamer	PAB	LA9/1 SF9/4 Va9/10 Se9/11 Pa9/15
8/14	Del Mar	Delta	N08/28
8/15	Bowgran	IFC	NY8/30 Pa9/5 Ba9/6 Bo9/9 MI9/14
8/20	Rio de La Plata	ArgState	NY9/1
9/3	Rio Tunuyan	ArgState	NY9/15
9/12	Bowhill	IFC	NY9/27 Pa10/2 Ba10/3 Bo10/6 MI10/11
9/24	Rio Jachal	ArgState	NY10/1

SANTOS

7/11	Mormacmoon	Mormac	NY7/26 Bo7/29 Pa7/31 Ba8/2
7/14	Trader	PAB	LA8/5 SF8/8 Va8/14 Se8/15 Pa8/18
7/14	Rio Tunuyan	ArgState	NY7/28
7/16	Itajai	Brodin	Ba7/13 NY8/1 Bo8/4 Pa8/6
7/16	Del Alba	Delta	N08/4 Ho8/9
7/17	Bowplate	IFC	NY8/3 Pa8/8 Ba8/9 Bo8/12 MI8/17
7/18	Mormacove	Mormac	Ba8/2 Pa8/4 NY8/6
7/18	Panama	Lloyd	NY8/4
7/20	Falkanger	Wes-Lar	LA8/16 SF8/19 Se8/25 Va8/26 Pa8/28
7/21	Uruguay	Mormac	NY8/4
7/22	Mormacyork	Mormac	Jx8/5 Ba8/8 Pa8/9 NY8/11 Bo8/15 MI8/19
7/23	Del Sud	Delta	N08/7
7/26	Lia	Brodin	Ba8/9 NY8/12 Bo8/14 Pa8/16
7/28	Mormacport	Mormac	Ba8/15 Pa8/17 NY8/19
7/30	Del Mundo	Delta	N08/18 Ho8/23
7/31	Mormaswan	Mormac	NY8/16 Bo8/19 Pa8/21 Ba8/23
8/4	Rio Jachal	ArgState	NY8/18
8/6	Del Aires	Delta	N08/25 Ho8/30
8/7	Campero	Dodero	NY8/25 Bo8/28 Pa8/30 Ba9/1 NY9/2
8/8	Bowrio	IFC	NY8/25 Pa8/28 Bo8/30 Ba9/1
8/11	Sesfamer	PAB	LA9/1 SF9/4 Va9/10 Se9/11 Pa9/15
8/11	Hindanger	SCross	NY8/30 Bo9/3 Pa9/5 Ba9/6
8/13	Bowgran	IFC	NY8/30 Pa9/5 Ba9/6 Bo9/9 MI9/14
8/13	Del Mar	Delta	N08/28
8/18	Rio de La Plata	ArgState	NY9/1
8/31	Bowmonte	IFC	NY9/15 Pa9/20 Ba9/21 Bo9/24 MI9/29
9/1	Rio Tunuyan	ArgState	NY9/15
9/10	Bowhill	IFC	NY9/27 Pa10/2 Ba10/3 Bo10/6 MI10/11
9/22	Rio Jachal	ArgState	NY10/6

TAMPICO

7/17	Danaholm	Swed - Am	MI7/29
8/13	Tunaholm	Swed - Am	MI9/4
8/30	Danaholm	Swed - Am	MI9/16

VERA CRUZ

7/16	Danaholm	Swed - Am	MI7/29
8/10	Tunaholm	Swed - Am	MI9/4
8/29	Danaholm	Swed - Am	MI9/16

VICTORIA

7/11	Domingos	Lloyd	N07/26 Ho8/1
7/20	Del Alba	Delta	N08/4 Ho8/9
8/3	Del Mundo	Delta	N08/18 Ho8/23
8/10	Del Aires	Delta	N08/25 Ho8/30

TEA BERTHS

CALCUTTA

7/20	City Capetown	Ell-Buck	Bo8/21 NY8/22 Pa8/26 NY8/28 Ba8/30
8/5	City Eastbourne	Ell-Buck	Canada9/15
8/7	City Sydney	Ell-Buck	Bo9/14 NY9/16 Pa9/19 NY9/21 Ba9/23

COCHIN

8/19	Cingalese	Prince	Ma9/12 Bo9/15 NY9/17
10/3	British	Prince	Ma10/27 Bo10/30 NY11/1
10/30	Eastern	Prince	Ma11/23 Bo11/26 NY11/28

COLOMBO

7/10	Van Buren	Am-Pre	NY8/18
7/10	Exminster	Am-Exp	Bo NY Pa Ba NI
7/19	Pleasantville	Barb-Fm	U.S.A.8/14
7/21	Arthur	Am-Pre	NY8/28
7/31	Polk	Am-Pre	NY9/8
8/2	Mandeville	Barb-Fm	U.S.A.8/28
8/7	Gertrude Misk	Maersk	NY9/17
8/17	Cingalese	Prince	Ma9/12 Bo9/15 NY9/17

SAILS	SHIP	LINE	DOF
8/18	Taft	Am-Pres	NY9/25
8/18	Fernland	Barb-Frn	U.S.A.9/13
8/24	Cuba Victory	Am-Pres	NY10/2
9/4	Johnson	Am-Pres	NY10/13
9/9	Granville	Barb-Frn	U.S.A.10/3
9/15	Monroe	Am-Pres	NY10/24
9/25	Harrison	Am-Pres	NY11/4
10/1	British	Prince	Hal10/27 Bol10/30 NY11/1
10/28	Eastern	Prince	Hal11/23 Bol11/26 NY11/28

DJAKARTA

7/23	Mandeville	Barb-Frn	U.S.A.8/28
8/9	Fernland	Barb-Frn	U.S.A.9/13
8/12	Granville	Barb-Frn	U.S.A.10/3

HONG KONG

7/10	Pierce	Am-Pres	SF8/7
7/11	Cleveland	Am-Pres	SF7/27
7/15	Tyler	Am-Pres	NY9/21
7/15	McKinley	Am-Pres	SF8/11
7/19	Taiwan	Barb-Wn	SF8/11 LA8/13 NY8/27
7/23	Land	Pioneer	NY9/9
7/27	Taft	Am-Pres	NY9/25
7/27	Olga Msk	Maersk	SF8/12 LA8/15 NY8/31
7/31	Wilson	Am-Pres	SF8/18
7/31	Jeppesen Msk	Maersk	SF8/24 LA8/27 NY9/11
8/4	Trofalgar	Barb-Wn	SF8/27 LA8/29 NY9/12
8/4	Cuba Victory	Am-Pres	NY10/2
8/9	Wave	Pioneer	NY10/5
8/9	Grant	Am-Pres	SF8/31
8/12	Johnson	Am-Pres	NY10/13
8/16	Madison	Am-Pres	SF9/9
8/17	Hulda Msk	Maersk	SF9/13 LA9/16 NY10/3
8/19	Tudor	Barb-Wn	SF9/11 LA9/13 NY9/27
8/22	Monroe	Am-Pres	NY10/24
8/24	Cleveland	Am-Pres	SF9/11
8/26	Fillmore	Am-Pres	NY11/1
9/1	Harrison	Am-Pres	NY11/4
9/3	Trein Msk	Maersk	SF9/28 LA10/1 NY10/18
9/4	Bronzville	Barb-Wn	SF9/27 LA9/29 NY10/13
9/5	Jefferson	Am-Pres	SF9/27
9/5	Garfield	Am-Pres	NY11/12
9/19	Tamesis	Barb-Wn	SF10/12 LA10/14 NY10/28
10/5	Fernfield	Barb-Wn	SF10/27 LA10/29 NY11/12
10/20	Tungus	Barb-Wn	SF11/11 LA11/13 NY11/27
11/5	Talleyrand	Barb-Wn	SF11/27 LA11/29 NY12/13

KOBE

7/24	Olga Msk	Maersk	SF8/12 LA8/15 NY8/31
7/26	Taiwan	Barb-Wn	SF8/11 LA8/13 NY8/27
7/27	Arima Maru	NYK	SF8/11 LA8/13 NY8/27
7/28	Land	Pioneer	NY9/9
8/5	Jeppesen Msk	Maersk	SF8/24 LA8/27 NY9/11
8/11	Trofalgar	Barb-Wn	SF8/27 LA8/29 NY9/12
8/14	Wave	Pioneer	NY10/5
8/24	Hulda Msk	Maersk	SF9/13 LA9/16 NY10/3
8/26	Tudor	Barb-Wn	SF9/11 LA9/13 NY9/27
9/8	Trein Msk	Maersk	SF9/28 LA10/1 NY10/18
9/11	Bronzville	Barb-Wn	SF9/27 LA9/29 NY10/13
9/26	Tamesis	Barb-Wn	SF10/12 LA10/14 NY10/28
10/11	Fernfield	Barb-Wn	SF10/27 LA10/29 NY11/12
10/26	Tungus	Barb-Wn	SF11/11 LA11/13 NY11/27
11/11	Talleyrand	Barb-Wn	SF11/27 LA11/29 NY12/13

SHIMIZU

7/12	Grete Msk	Maersk	SF7/28 LA7/31 NY8/17
7/27	Olga Msk	Maersk	SF8/12 LA8/15 NY8/31
7/29	Arima Maru	NYK	SF8/11 LA8/13 NY8/27
7/30	Land	Pioneer	NY9/9
8/8	Jeppesen Msk	Maersk	SF8/24 LA8/27 NY9/11
8/27	Hulda Msk	Maersk	SF9/13 LA9/16 NY10/3
9/11	Trein Msk	Maersk	SF9/28 LA10/1 NY10/18

TANGA

7/19	Afr Moon	Farell	NY8/23
7/25	Dolly Turman	Lykes	

YOKOHAMA

7/15	Grete Msk	Maersk	SF7/28 LA7/31 NY8/17
7/17	Cleveland	Am-Pres	SF7/27
7/19	Taft	Am-Pres	NY9/25

JULY, 1952



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SAILS	SHIP	LINE	DUE
7/24	Pierce	Am-Pres	SF8/7
7/27	Cuba Victory	Am-Pres	NY10/2
7/30	Taiwan	Barb-Wn	SF8/11 LA8/13 NY8/27
7/31	Olga Misk	Maersk	SF8/12 LA8/15 NY8/31
7/31	Land	Pioneer	NY9/9
7/31	Arima Maru	NYK	SF8/11 LA8/13 NY8/27
8/4	Johnson	Am-Pres	NY10/13
8/6	Wilson	Am-Pres	SF8/18
8/12	Jeppesen Msk	Maersk	SF8/24 LA8/27 NY9/11
8/14	Manroe	Am-Pres	NY10/24
8/15	Trafalgar	Barb-Wn	SF8/27 LA8/29 NY9/12
8/17	Grant	Am-Pres	SF8/31
8/24	Harrison	Am-Pres	NY11/4
8/26	Wave	Pioneer	NY10/5
8/29	Madison	Am-Pres	SF9/9
8/30	Tudor	Barb-Wn	SF9/11 LA9/13 NY9/27
8/30	Cleveland	Am-Pres	SF9/11
8/31	Hulda Msk	Maersk	SF9/13 LA9/16 NY10/3
9/13	Jefferson	Am-Pres	SF9/27
9/15	Trein Msk	Maersk	SF9/28 LA10/1 NY10/18
9/15	Bromville	Barb-Wn	SF9/27 LA9/29 NY10/13
9/30	Tamesis	Barb-Wn	SF10/12 LA10/13 NY10/28
10/15	Fernfield	Barb-Wn	SF10/27 LA10/29 NY11/12
10/30	Tungus	Barb-Wn	SF11/11 LA11/13 NY11/27

¹ Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.
² Accepts freight for New York, with transshipment at Cristobal, C. Z.

NCA appoints committee to confer with FDA on coffee inspections

A committee has been named by the board of directors of the National Coffee Association to confer with government officials in Washington on problems arising under enforcement of the Food, Drug and Cosmetic Law.

Charles F. Slover is chairman of the committee, which also includes T. C. Scull, Milton J. Ruth and Paul E. Taft.

NCA points out that FDA problems concern roasters as

much as green coffee importers, since coffee refused entrance at the port can be re-exported while after it loses its import status coffee libeled by the government must be destroyed.

"The industry has always opposed the entrance into this country of sub-standard coffee, and its members have done their best to see that shippers live up to the letter and spirit of the law," NCA declared. "It does feel, however, that it should be free from the threat of multiple inspections and fear of confiscation by the government without opportunity of recourse."

Few food products, if any, enter their packages in a more nearly sterile condition than coffee, NCA commented.

Improving your brand position

(Continued from page 21)

than three cents per cup the consumer can have the finest cup of coffee brewed to maximum strength, and with it not only pleasure and relaxation but the added lift that only coffee gives.

While the subject of advertising will be discussed separately in a future article, the affirmative approach is an integral part of any effective merchandising. By altering programs from area to area, the relative effectiveness of various combinations of approaches can be gauged.

These high tax years represent the golden opportunity for aggressive roasters to fit their product line to actual consumer tastes and then to merchandise effectively—with a major portion of the cost of building sound markets being borne by the government out of income taxes.

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CENTRO-AMERICA - MEXICO - EL CARIBE

Dirección Cablegráfica: FEDECAME

SAN SALVADOR, EL SALVADOR, C. A.

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Supply—1st of Brazil	Others	Month Total
1950							
November	1,306	823	501	1,324	932	369	1,301
December	1,256	822	457	1,279	909	428	1,337
1951							
January	1,768	1,037	742	1,779	1,019	355	1,374
February	2,012	987	912	1,899	1,051	438	1,489
March	2,342	1,321	935	2,256	1,244	440	1,684
April	1,461	893	812	1,705	1,089	486	1,575
May	1,310	741	602	1,343	887	395	1,282
June	1,314	778	622	1,400	920	332	1,252
July	1,244	738	646	1,384	739	357	1,096
August	1,038	479	588	1,067	559	360	919
September	1,189	769	401	1,170	836	300	1,136
October	1,459	929	410	1,339	998	303	1,301
December	1,538	820	592	1,412	1,008	184	1,192
1952							
January	2,006	1,150	882	2,037	1,123	211	1,364
February	2,138	800	1,041	1,841	926	327	1,253
March	1,002	952	732	1,684	1,033	504	1,537
April	1,569	908	786	1,694	953	458	1,411
May	1,074	617	588	1,205	749	442	1,191
June (1-20)	932	457	468	943	—	—	—

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The Coffee Outlook

At this time of the year, when the mercury climbs in most parts of the country, coffee drops into a kind of traditional lassitude which only serves to underline a truth hovering just under the surface of the industry, popping into sight now and then, usually about this time of the year.

That truth is that the coffee trade has the power to end the so-called summer slump and at the same time add a powerful fillip to consumption levels.

Iced coffee is a wonderful summertime drink. It has just about everything a beverage for this season should have—plus the enviable asset that it is coffee, which already has virtually universal acceptance as a hot drink.

Why isn't iced coffee so popular now that coffee roasters have to operate into the spring and summer with no let-up?

Is it iced coffee itself, as a beverage, which is at fault? This corner doesn't think so—and we have yet to meet anyone with no axe to grind who feels otherwise.

The reason is not in the drink. It's in the attitude of the industry.

The coffee trade has not yet succeeded in breaking free of mental shackles imposed by the habit of years—the habit of accepting as inevitable a sag in volume come the approach of warm weather.

The other side of the same coin is the expectation that things will pick up towards the end of summer in preparation for the fall season and colder weather.

Is the summer slump inevitable? No—not by any facts evident anywhere in the past or present of this industry. It is not inevitable—by virtue of the existence of iced coffee, a fitting answer to summer needs.

The hot weather slump will start disappearing the instant an idea—the notion of its inevitability—is shed by the members of the industry, collectively and as individuals.

Then the energies, abilities and resources of the trade would be unleashed to be brought to bear with full effectiveness in promoting iced coffee as it has never been done before.

The result would be a permanent change for the better in the consumption pattern here, with a tremendous effect on the outlook for coffee and everyone in it.

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MAin 5-4680

N. Y. Phone: BOWling Green 9-0780

Free And Bonded Warehouses

Coffee futures contracts

(Continued from page 13)

To demonstrate this, let us take a general example, because our remarks apply to the many commodities (other than cotton and those commodities with only one grade deliverable) where they use fixed differentials. If the outside market prices for the basic grade and a lower grade G are 30¢ and 27¢ respectively and if the futures market is 30¢ with G deliverable at 3¢ off, then there is harmony between them. Suppose grade G goes to 4¢ discount in the outside market. The seller can then deliver it on futures at 3¢ off, making one cent profit per pound, the old buyers losing this. New buyers, aware of this situation, will of course bid 1¢ less for futures. Thus the futures market will, and in fact must, absorb any disparity arising between the spot and futures differentials, even if deliveries are not made. Speculators and hedgers who had sold will gain 1¢ on this account while those who bought will lose 1¢.

Fixed differential system

In the fixed differential system hedge sellers get price protection not only against market risks from normal causes but also against changes in grade differentials, an excellent arrangement for them but a correspondingly disadvantageous one to the buyer, who has no way to obviate, avoid or offset this.

Should the fixed differentials, on the other hand, begin to undervalue any grade, as for instance when a fixed discount is wider or if the premium is lower than in the outside market, that grade will not be delivered or the

deliverer will deliver it reluctantly, and if all grades except the base grade become so undervalued, then tightness could result, thereby tending to raise the futures price above the outside market, if there were no basis grade coffees to deliver.

As a substitute for this fixed differential system, coffee should be delivered on futures at the open market differential in effect at delivery time. In the early years of the Exchange, it was done this way on the basis of spot prices posted daily. The reader should realize that all that is required is the *differentials* between grades. These do not change frequently or radically, even though the prices themselves may fluctuate quite a bit. Hence, this should not be such a problem. The differentials should be established on the basis of genuine offers and sales made *simultaneously* under *identical* conditions in the spot market. Such a contract would be a permanent one, as contrasted with the present ever-changing fixed differential system.

The result would be that the futures price (for the basic grade) would maintain a fairly steady relationship with the outside price for that grade. This would be most important for hedgers and speculators.

In this system, the deliverer would run the risk of changes in commercial differences as long as he owned the coffee. When he sold it, the buyer would assume this risk. This would be a much more equitable procedure. In the present fixed differential system, the buyer assumes the risk of changes in commercial differentials as soon as he buys the contract, even though he cannot accept delivery for some time. The receiver of a futures delivery does not know until the time of delivery what grade he is going to get and there-

(Continued on page 50)

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CENTRAL AMERICANS

Guatemala
Salvador

Nicaragua
Costa Rica

ECUADORS

Unwashed

Washed

Editorials

Tea fundamentals

Many years of work and discussion within the tea trade have achieved an understanding on promotion which many other industries might envy.

That understanding, by now almost axiomatic, is simply that the ability of the trade to enlarge its market in this country exists only to the extent that the industry works together toward that end.

In the last few years, this understanding has been expressed more clearly than ever before in the tea industry's national promotion.

Tea promotion, unlike the drives of most other industries, is based on contributions not only by the trade in this country but by the producing countries as well.

This fact, which some people in the tea trade may tend to take for granted, is in reality a unique achievement in international business.

It is "partnership marketing," with the partners representing as wide a variety of backgrounds as can be found on earth.

Probably the most remarkable aspect of this working agreement is the appreciation by the tea producing countries of the needs and requirements of promotion in the United States.

It is dangerous to take this cooperation for granted. From such an attitude springs indifference and, inevitably, misunderstandings which undermine cooperation.

Just this kind of situation occurred not too long ago, with serious consequences, in one of tea's neighboring industries.

These fundamentals underline the responsibility carried by all members of the tea trade in this country—especially when they write for publication—to think through what they are going to say more carefully than would otherwise be the case.

Half-cocked statements are bad enough in any field. In tea they can set off unsought reverberations.

Especially is a sense of statesmanship required on the tea promotion campaign.

It is inevitable in any industry-wide promotion that some members of the trade will differ with one or another phase of the campaign.

It would be astonishing, indeed, if such differences did not exist! The essential thing is that despite such differences there is agreement on the main, basic aspects of the campaign, and that this overall agreement carries through into an efficient operation commanding the support of everyone in the industry.

Does this mean that differences should not be expressed? Of course they should! Some of these differences may well be pegged on sound ideas which can contribute mightily to the effectiveness of the industry's efforts to expand its market.

If these differences are expressed with the fundamentals in mind, they come out as constructive additions to the in-

dustry's thinking, helping to slough off methods which are no longer effective or to latch on to new and better approaches.

In fact, without such constructive criticisms, any promotion will become susceptible to deadly hardening of the mental arteries.

On the other hand, ideas which may be constructive in themselves can be put forward in such a way that they become an obstacle, rather than the reverse.

This can be done, for example, by offering a suggestion *as counterposed* to the entire promotion drive. An extreme example of this is the statement that the whole promotion drive is worthless—even more, is harmful—until the suggestion is adopted!

Such an approach is in callous disregard of the fundamentals we have indicated. It is also, of course, unfair to the suggestion being advanced, surrounding it with unnecessary and highly controversial claims which can only get in the way of a real discussion of merits and possibilities.

One of the greatest achievements of the tea industry was the resumption of industrywide promotion several years ago on the "partnership marketing" basis.

Nearly as great an achievement was the decision of the U. S. trade last year to continue the campaign, in the face of a current market situation which would have panicked other fields.

No one can doubt that in the knock-down-drag-out competition of the beverage world, at once the fiercest and best financed, promotionwise, of any field, a quiet, unaggressive tea trade would now be licking serious wounds.

Can the promotion campaign of the tea industry be more effective? Of course it can, and criticisms, constructively offered, will help make it so.


But let us all remember that no campaign is worth a thrice-used tea bag without the full and unstinting support of everyone in the trade, big and small.

The atmosphere of support for national promotion must therefore be cherished and encouraged. Ideas to change or expand the campaign should be put forward with this atmosphere in mind. Otherwise united support for any campaign will become impossible.

In the meantime, the Tea Council's iced tea drive should have the support of every tea company—for the benefit of the industry and for the profit of the company offering that support.

Similar opportunities will be opened up to tea packers when the hot tea drive gets underway in the fall, with the added impact of television.

If, in the meantime, any individuals have constructive comments on the promotion efforts—and constructive comments are not necessarily bouquets—the best place we can think of to air them is at the 1952 convention of the Tea Association, Bretton Woods, N. H., September 21st-24th.



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Science serves the tea industry

By DR. C. R. HARLER, Tea Research Officer
Nyasaland

To fill the gap in awareness among United States tea men of the work of tea research stations, Coffee & Tea Industries, formerly The Spice Mill, has been running a series of articles by top men in leading tea research stations throughout the world.

This article, which sketches the background and development of tea research, is from The Tea and Rubber Mail.

Science has served the tea industry well, and the many experimental stations developed in tea areas have proved to be a good investment. Some of these stations are branches of the government agricultural departments of the countries in which they are located, while others, notably Tocklai in Assam and St. Coombs in Ceylon, were founded and have been supported by the industry by means of a cess, voluntarily levied.

Curiously enough, China, which gave the beverage to the world and is the classic tea country and still the greatest producer, has contributed practically nothing to the scientific side of tea culture. On the other hand, Japan, which started tea growing in the year A.D. 801 and closely followed Chinese civilization, has produced some of the most brilliant work dealing with the basic problems of tea chemistry, while much of the field procedure in Japan could with benefit be followed by other countries.

In 1825 tea seed was taken from Canton to Java by J. I. L. Jacobson, and Europeans began to plant. About this time, government agricultural stations were opened at Banjoe-Wangie and Krawang in Java, with tea culture as a particular study. It may be said that this was the beginning of science in the tea industry. But tea planting in Java languished after the initial years and did not begin to develop fully till the end of the century, when scientific study was again applied.

Still more interesting is the fact that tea grown on some soils in Nyasaland produces leaf that does not ferment satisfactorily. Fermentation in tea is brought about by oxidizing enzymes, which are copper-protein compounds. Analysis of properly fermenting and of non-fermenting leaf showed the copper content of the former to be about 15 and of the latter only seven parts per million. The problem thus appeared primarily to be one of getting more copper into the plant. If copper salts are added directly to the soil they are often fixed therein, with the liberation of other elements into the soil solution. Accordingly, copper was sprayed on to the crown of the bush in the form of Bordeaux mixture. As a result, within two days the leaf from such bushes ferments normally and the effect of one spraying has been found to last about two years. Both yellows and the copper deficiency occur generally in tea growing on black soils, rich in humus, which have formed under swamp conditions.

In 1949 a research department was opened at Kericho, in Kenya, by private enterprise, which in 1951 the tea associations of Kenya, Uganda, and Tanganyika took over to develop as a research institute for the whole industry in East Africa.

As the importance of Africa as a tea producer, so the size of the two tea stations will grow and their scope widen, of course. It is even likely that in the next few years the tendency will be for the Nyasaland and Kenya stations to take the lead in basic research.

All the obvious simple problems connected with tea have been carefully studied, starting with the best method of fertilizing a tea seed tree and ending with the correct way of brewing the tea. Problems of an *ad hoc* nature will, however, always be with us, for conditions are ever changing, and procedure which suited a tea stand giving 800 pounds per acre may not suit tea expected to give a 2,000 pound yield. In addition to this, however, certain questions of a basic nature and others involving the pilot type of research call for early study.

Thus much remains to be done in the way of tea selection. George Watt, mentioned earlier, did great pioneer work in Assam in defining tea varieties during the last century, and his work on the mass selection of tea still holds. Vegetative propagation by Cohen Stuart in Java carried selection a step further, while the work by W. Whyte in Assam on propagation by leaf cuttings and on line breeding of tea brings us to the forefront in this research. In the future, no doubt, the importance of the study will call for detailed work on the genetics of the tea plant, and it is probably that a team of chemists, botanists and geneticists will one day be employed on this task.

There are basic problems of a chemical and biochemical

(Continued on page 50)



Last year's National Iced Tea Queen, Doris Wolters (left), and the 1952 holder of that crown, Marian Burnett, both of St. Louis, toast—in iced tea, of course—Ernest Jesudasan, of the International Tea Market Expansion Board, during his visit to U.S.

Tea leaves

pointed comments by a tea trade dean

By ROBERT A LEWIS

School for tea

From London comes news of a further series of lectures on tea at the City of London College. These lectures, it seems to me, should be of particular interest to the tea trade in the United States—not for enrollment, of course, but as an idea with considerable merit for ourselves.

The London College course consists of ten lectures, augmented by visits to the Tea Center and to the big tea warehouses and factories for first-hand observation of blending and packaging.

The instruction is designed for those who require a broader education on tea and a better knowledge of the tea trade. It is, of course, especially useful to those who came into the industry in recent years.

The curriculum includes the following:



Robert A. Lewis

1. The history of tea production, and a survey of the more prominent tea producing countries.

2. The organization of the tea industry.

3. Tea agriculture and processing, including the bush itself, soils, cultivation, climatic requirements. Also tea manufacture at the gardens, withering, rolling, fermenting, firing, storage of the sorted, graded leaf and final packing in the plywood chests.

4. Tea pests and plant diseases, and corrective materials and techniques.

5. Tea in commerce. Warehousing in the countries of origin. Shipping procedures. Importing procedures. Warehousing in the United Kingdom. Tea sales and auctions. Selling brokers, buying brokers, dealers and blenders. Documents and office procedure. Tea consumption and government regulations.

The London College course could be emulated, with suitable modifications, in the United States. It would fill a long-apparent need for more systematic and broader training of our young men, already serving as apprentices or about to join a tea company.

The New York market, through which most of the U. S. imports move, would be the most logical place for such a tea training center.

Then, too, we could enlist the support of distinguished tea men to serve as instructors. I am thinking, for example, of such men as Charles F. Hutchinson, Joseph Vaskas, George Mitchell, Robert Compton, Allan McKissock, Ernest Shalders and Jack Halloran, to name but a few.

(Continued on page 50)

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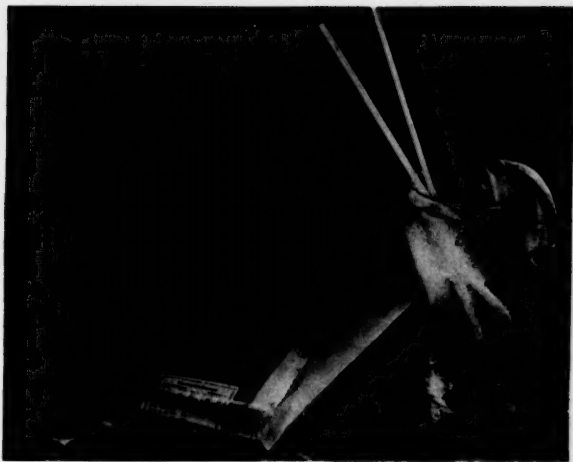
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Trade in high gear on Iced Tea Time drive

To the lilting tune of "Meet Me in St. Louis," the whole country will honor iced tea during National Iced Tea Time, July 11th-19th. Press, radio, TV and movies will cooperate in extolling the "best summertime refresher of them all."

The tea industry has chosen what is traditionally one of the year's most sizzling weeks to call attention to iced tea.

The theme song of the week is a gesture toward St. Louis, where iced tea was discovered at the World's Fair one sweltering day in the summer of 1904.

Full page ads in color in Life magazine, featuring a tempting glass of iced tea, and more than 3,400 billboards throughout the nation, displaying the same enticing glass, will drive home the "best summertime refresher" message.

Rhonda Fleming, top Hollywood star, noted for her iced-tea-colored tresses, has been named Iced Tea Hostess for 1952. Theaters, restaurants, grocery and department stores will display posters of the lovely actress serving iced tea. She will also pose in numerous iced tea photographs and appear at various events to be held during National Iced Tea Time.

Disc Jockeys and TV variety shows throughout the country will feature the theme song, together with "Tea for Two" and other tunes which mention tea. Night club and other entertainers will also cooperate with the tea industry by singing these songs.

Muzak has arranged a special program of these tea tunes to be played in leading hotels and restaurants throughout the country. The amusing story of the discovery of iced tea will be used on Muzak's printed table programs during National Iced Tea Time.

Newspaper and magazine food editors and women radio and TV commentators will remind their readers and listeners of the refreshing qualities of iced tea with pictures, menus and recipes in which the beverage is used.

More than 130 food companies and associations will stress iced tea during National Iced Tea Time. They will cooperate with the tea industry in picturing the popular summer beverage in their advertisements, recipes and food displays.

Restaurants throughout the country will make it a point to serve iced tea "with the homemade flavor," brewed

after the two-ounce formula developed by the Brewing Committee of the Tea Association of the U. S. A.

Supermarkets, grocers and grocery departments of department stores are planning mass displays of tea built around colorful iced tea posters during the week devoted to the beverage.

Department stores will further cooperate by arranging displays of iced tea glasses, spoons, stirrers, teapots, tea kettles and other articles related to the serving of the beverage.

Here's IGA's formula for backing National Iced Tea Time promotion

Getting behind National Iced Tea Time with enthusiasm, IGA has picked Royal Guest Tea as its "feature of the week" for that period.

Moreover, IGA grocers are urged to get behind the promotion with this plan of action:

Mass display Royal Guest Tea. Give it preferred shelf space on top shelves and at ends of aisles; place shopping-cart displays near the lemon display and near the check-out counter.

Price Royal Guest competitively to make more sales and more gross profit.

Feature the "Basic Four"—one-half pound cartons, one-quarter pound cartons, 48-count tea bags and 16-count tea bags—but don't forget the other Royal Guest Tea sizes, especially the new "Tumbler."

Suggest Royal Guest iced tea to your customers. Every customer is a possible prospect for iced tea.

Lipton backs iced tea campaign with thread box premium offer

Thomas J. Lipton, Inc., started its iced tea campaign with the premium offer of a Tidee Maid Thread Box—said to have a certified retail value of \$1.50—for 75 cents and the top of any size package of Lipton Tea or Tea Bags.

The thread box is of durable clear styron plastic. All the spools inside are visible, and the ends of the threads project through the side of the box, making it easy for any length to be pulled out and snipped off against stainless steel blades built into the cover.

200 tea bags to the pound recommended by Tea Association as minimum home use weight

Moving to put an end to underweight tea bags as a detriment to the industry, the Tea Association of the U.S.A. has called for a tea bag for household use of not more than 200 tea bags to the pound.

The action came when the board of directors adopted a resolution on the subject proposed by the organization's Grocery Merchandising Committee.

The resolution declared that:

1. In order to obtain, in average household use under normal conditions, a satisfactory and acceptable cup of hot tea, it is necessary to use, in accordance with recommended standard brewing practice, a tea bag composed of not less than 35 grains or 200 tea bags to the pound.
2. In the best interest of the industry as well as the consumer, all packers and distributors of tea should individually work toward distributing a tea bag composed of not less than 35 grains or 200 bags to the pound.

What this summer's 6,000,000,000 glasses will mean to America—and the world

Americans will drink more than 6,000,000,000 glasses of iced tea, according to a Tea Bureau prediction.

Want further statistics? More than 470,000,000 lemons

will have been used to give zing to that tea and more than 100,000,000 pounds of sugar will have been used to sweeten it.

Now, with four ice cubes per glass - - - ! But the Tea Bureau will let you figure that one yourself. And don't forget the mint. Connoisseurs of iced tea take theirs with mint. So, says the Tea Bureau, include at least a ton of mint.

That's not all. Don't forget the glass manufacturers. The iced tea season means at least \$25,000,000 worth of business to them. Iced tea is always served in glasses. And glasses are always being broken and having to be replaced. Or the family may need a newer and prettier iced tea set.

Iced tea even plays its part in international relationships. The tea from which the best iced tea is made comes from India, Pakistan, Ceylon, Indonesia, and from the British Africa, the Tea Bureau points out.

These nations are eager to buy American tools, machinery, automobiles, practically everything the United States produces. But they need American dollars in order to purchase these from us. The money Americans spend for tea, iced and hot, gives these countries dollars.

Suggests lemon squeezer device be served with hot or iced tea

Save the fingers and eliminate the squirt from the lemon that many tea drinkers require, suggests Madison Products, Ltd., New York City.

They have announced a little juicer, lemon wedge size, called Riki. Silverplated and entirely acceptable at the table with the tea cup, Riki can be operated easily with one hand, Madison Products declares.

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Tea Movement into the United States

(Figures in 1,000 pounds)

	Mar. 1951	April 1951	May 1951	June 1951	July 1951	Aug. 1951	Sept. 1951	Oct. 1951	Nov. 1951	Dec. 1951	YEAR 1951	Jan. 1952	Feb. 1952	Mar. 1952	April 1952	May 1952
Black																
Ceylon	2,991	2,900	2,597	2,309	2,787	3,432	1,924	2,209	1,784	2,457	29,394	3,400	3,384	3,997	3,617	3,527
India	4,000	4,460	5,888	2,233	909	930	1,613	2,173	1,422	3,090	33,328	3,072	2,942	2,379	4,645	3,312
Formosa	253	366	197	284	260	187	135	208	133	193	2,587	493	293	281	171	128
Java	844	774	549	552	605	865	375	881	319	578	7,519	813	730	713	725	521
Africa	714	747	715	684	652	462	242	191	148	15	5,906	107	242	116	87	121
Sumatra	196	29	20	75	65	161	134	43	49	37	1,065	124	45	177	368	308
Congou	3	13	2	37
Misc.	21	69	27	205	42	55	29	29	12	4	575	35	34	58	67	13
Green																
Japan	267	68	8	193	460	720	569	384	52	144	2,906	47	5	30	37	80
Ping Suey	1	105
Misc.	17	10	32	23	7	51	24	5	286	6	...	2	5	10
Oolong																
Formosa	41	25	26	21	1	8	5	58	236	24	22	26	12	2
Canton	18	21	6	5	1	6	3	3	3	21	106	10	3	6	2	3
Sent'd Cntr	36	21	6	1	3	3	2	2	...	2	97	5	1	4	9	10
Misc.	11	3	14
Mixed	20	15	2	9	1	3	1	3	1	4	84	8	3	6	4	10
TOTALS	9,432	9,518	10,075	6,571	5,787	6,847	5,084	6,185	3,952	6,618	84,146	8,144	7,704	7,995	9,758	8,044

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner C. F. Hutchinson

India names three-man committee to investigate tea trade problems

The Indian government has appointed three men to inquire into the difficulties of the national tea industry, according to a New Delhi report.

Representatives of the industry, which is still 75 per cent British-owned, have complained that production costs and export duties are making it difficult to compete in world markets, the report stated.

The team, headed by Rajaram Rao, an official of the Central Board of Revenue, was to begin investigations in Calcutta.

Indian tea producers have been finding increasing competition from Indonesian and Japanese teas, it was stated.

The end of bulk purchasing in Great Britain made it harder to sell coarser teas, and the price of some teas fell below production costs.

Wages still at prewar rates are also a problem, since plantation workers are paid in rice at the rate of five rupees per maund (82 pounds) when it has been costing the producers up to 50 rupees a maund to buy it, the report explained.

Cash wages instead of food concessions proposed by tea producers in India

Food concessions now granted by tea plantations to their workers would be converted into cash wages, according to a proposal by the Indian Tea Association.

The proposal will be discussed at a Calcutta conference of representatives of the governments of India and West Bengal and of the Central Tea Board.

The suggestion is that the price of the rice be raised to eight annas a seer and that wages be increased by a corresponding amount, possibly five annas a day per worker. The gardens would continue to stock the food stuffs, as before.

Increasing costs have affected adversely all the tea growing areas in Northeast India, according to Calcutta reports. Costs of food supplies were among the most serious of these factors.

It was explained that a large proportion of the food is purchased abroad at world market prices, but are supplied to the tea garden workers at controlled rates.

Estimate Ceylon's tea crop will reach 300,000,000 pounds in 1952

An accurate forecast of Ceylon's 1952 tea crop isn't possible as yet, says Foreign Commerce Weekly, but sufficient information is evidently available to permit a rough estimate.

The International Tea Committee, of which Ceylon is a member, decided to maintain the regulation at 135 per cent of standard exports. This means that Ceylon, whose standard exports total about 251,000,000 pounds, will have an exportable quota of 327,000,000 pounds, which is far above average exports during the past few years.

With this permissible goal and with all other factors remaining equal, a crop of about 300,000,000 pounds may be predicted.

Production of tea in Ceylon in 1951 amounted to 324,157,000 pounds, as compared with 306,215,000 pounds in 1950 and 298,542,596 pounds in 1949.

Exports of tea from Ceylon in 1951 totaled 305,171,000 pounds, valued at 700,036,000 rupees. The United Kingdom was the leading customer, taking 111,177,000 pounds valued at 274,062,000 rupees (4.7725 rupees = US\$1); Australia ranked second, with 43,463,000 pounds, valued at 112,428,000 rupees; and the United States third, 28,143,000 pounds, valued at 74,766,000 rupees.

Tetley features offer of aprons

A plastic tea apron and a bib apron have been offered by the Tetley Tea Co., New York City, for 25 cents and a boxtop.

Set date for boost in U. K. tea ration one month earlier; Arbuthnot estimates stocks

Britain's Minister of food announced last month that the date for the increase in the United Kingdom's weekly tea ration from two to two and a half ounces a week had been advanced a month, to July 13th.

J. S. Arbuthnot, congratulating the minister on his decision, said the industry had given a guarantee that the 3s. 8d. packet would remain in plentiful supply, even though the subsidy has been removed. In this way the industry would bear one-half of the cost of removal of the subsidy on these packets.

"Stocks at December 31st, 1951, were some 70,000,000 pounds and the amount that came in January, February, March and April was 65,000,000, 53,000,000, 53,000,000, and 48,000,000 pounds, respectively, Mr. Arbuthnot. The quantity requiring to provide a two ounce ration is expanded approximately 35,000,000 pounds month, so that the stock position at the end of April this year was 144,000,000 pounds, excluding Ministry of Food stocks. excluding Ministry of Food stocks.

"We are just coming to the period in which the amount of tea we can receive from the producing countries will enter upon its seasonal decline, and taking the figures on a conservative basis, we may expect to receive some 35,000,000 pounds in May, and for the months of June, July, August and September the amounts will probably go

down to about 30,000,000 pounds each month, so that by the end of September, which is the crucial period when our stocks will reach their lowest ebb, we shall be comparatively all right, provided that we can make sure that by the end of September stocks are not at a dangerously low figure.

"The larger ration will require some 43,000,000 pounds of tea a month, so that by the end of September, our stocks, if I calculate the position right, should be in the region of 100,000,000 pounds at the lowest point in the seasonal cycle. After September our stocks begin to increase again, and the amounts which will be coming forward from producer countries will be larger than the amount required for that two and a half ounce ration and will continue to increase until we reach the highest monthly import figure in December, which is probably 70,000,000 pounds.

"I was, therefore, hoping that on the basis of the stock position, we might have been able to give the two and a half ounce ration a little earlier. However, the minister has taken the view—and I am perfectly certain he is right about this—that the lesser objective to raise the ration to two and a half ounces must not be allowed to jeopardize the ultimate aim of freeing the tea trade altogether from its restrictions before Christmas."

It's now Barney O'Brien, Inc.

Barney O'Brien, who packs and distributes Barney O'Brien's Irish Style Tea, is now Barney O'Brien, Inc.

The firm has been granted a charter of incorporation in New York State.

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At the National Restaurant Association convention at Chicago's Navy Pier the roving tea tricycle pauses so model Sally Winter can serve beverage to Martin J. Harding, former NRA president, and Oscar Gorenflo, of the Tea Bureau.

Plans taking shape for 1952 tea convention at Bretton Woods, N. H.

Plans are taking shape for the 1952 convention of the Tea Association of the U.S.A., to be held September 21st-24th at the Mt. Washington Hotel, Bretton Woods, N. H.

More than 350 members of the tea trade and their wives, together with members of the grocery and restaurant trades, will convene at Bretton Woods for the four-day program of business, entertainment, golf and other outdoor sports.

A special train will carry association members and their guests to and from the resort.

Hayes Shimp, Jr., chairman of the convention committee, is being assisted by Roman LaCroix and Russell M. Field, vice chairmen and by the entire membership of the junior board of the Tea Association, including: Edward F. Dannemiller, Edward T. Ellis, Clinton Ferguson, Donald G. Gill, Harry R. Jones, William Keogler, Jr., William MacMelville, Russell Morse, Oscar J. Nickel, Donald Peterson, Henry Semke, Edward Thiele, Bill Treadwell and Joseph H. Wertheim.

Carl Wood heads the program committee, assisted by Anthony Hyde as vice chairman.

Hot tea program next fall to use television spots

Television spots will be used in 23 cities to sell hot tea beginning next fall, it has been announced by Robert B. Smallwood, chairman, and Anthony Hyde, vice chairman of the Tea Council.

This move is based on a successful test of television spots in Syracuse, New York.

The Syracuse test was conducted during the past year for a six-month period beginning in November and ending in April. The Tea Council's schedule calls for use of television spots over a 20-week period.

Iced tea to be featured in August as part of "sandwich time" drive

The Tea Council will tie in with the Wheat Flour Institute in promoting "August is Sandwich Time."

Since iced tea is a natural complement to a sandwich, the Tea Council's August food releases to newspapers, radio and TV commentators, home economists and magazines.

Tea salesmen and restaurant contact men will be instructed to urge grocers, lunch counter managers and restaurateurs to feature sandwiches with iced tea during that month.

Topic Tea promotion planned by magazine

Living for Young Homemakers is coming out with a Topic Tea promotion sparked by an editorial story in the September issue.

Based on tea tones from Ceylon, black to India green, it will involve these colors integrated in fabrics, furniture, drapes, bedspreads, closet accessories, paint, china, glass and related items. The magazine will send out publicity releases and special mailings and merchandising aids.

More than 40 manufacturers are listed as partaking, and buyers have been invited to attend their showrooms in anticipation of the promotion.

Sir Thomas Lipton and the cup

Sir Thomas Lipton, who spent a lifetime trying to capture yachting's coveted America's Cup, had one peculiar habit, relates Lipton News. He always drank his tea out of a saucer.

When asked by his friend, Broadway's famous actor-producer, Eddie Dowling, why he didn't drink from a cup, the sportsman replied, "Eddie, for thirty-five years I've tried to lift the Cup and couldn't!"

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**If Eisenhower becomes president,
the White House will again
have a tea-drinking occupant**

If General Dwight D. Eisenhower should win the Republican nomination, and if he should be elected—two big ifs, we hear tell—America will once again have a tea drinking president.

George Washington, who according to his biographers was a tea addict, started the tradition of presidents who prefer tea. The "Father of His Country," they say, "drank tea day and night." His minutely detailed diary shows this.

General Eisenhower, noted for serving tea at Army press interviews and daily conferences, was presented with a Golden Teapot Award by the tea industry last September. Each year the tea industry honors famous Americans with this award as official recognition for the outstanding attention they have brought to tea during the year.

General Eisenhower's tea party, at which England's pert Princess Margaret kept him and his staff waiting half an hour, made news internationally. But the famous Eisenhower grin was still there when Princess "Meg" arrived with explanations that her chauffeur had lost his way. Over the teacups the Princess charmed the general and his fellow officers.

Guests of General Eisenhower's son, Major John S. D. Eisenhower, and John's pretty wife, Barbara, are always served tea from the tea sent them by the general and his wife, Mamie.

It is well the Eisenhowers like to give tea. Should the American public decide to move them into the White House, they will have a lot of teas ahead of them.

Like Washington, the Founding Fathers were tea drinkers. Accordingly, when the protocol of the new nation was determined, tea, naturally, was given an important part.

Following those early rules, every resident of the capitol was supposed to call at the executive mansion once a year and leave a card. In return, these callers were to be invited to tea. It is obvious that in their wildest dreams those framers of the constitution could never have conceived of a city the size of the present capitol.

As part of her duties, the first lady also constantly gives teas at the White House. It is not unusual for her to have as many as three teas in one afternoon.

Dear Sir:

Dear Sir:

Congratulations on doing such a splendid job in reporting the news of the tea, coffee and spice trades.

We look forward to reading your publication each month.

Daniel H. Rossborough

Advertising Department
Salada Tea Co., Inc.

Dear Sir:

I have just had an opportunity to examine a recent issue of Coffee & Tea Industries and was impressed by the great amount of information it contained.

Roy J. Wirtzfeld

Assistant Editor

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Indonesia's tea output dropping in 1952; many estates may close

The tea trade in Indonesia believes that production will decline in 1952 and will not amount to more than 37,500 tons.

Many estates, which have been operating unprofitably, will be forced to close unless further credit is available. Inroads by blister blight, particularly on the native gardens, have been severe and will curtail production. Moreover, it is not expected that world market prices will show a sufficient increase to provide stimulus for improving either the quality or quantity of Indonesian tea.

Despite adverse conditions prevailing in Indonesia throughout 1951, production of tea increased to 46,279 tons, as compared with 35,235 tons in 1950.

Profits to producers, however, were down, as they struggled to increase output sufficiently to offset sagging prices.

It was necessary to keep in production many gardens yielding poorer quality tea in order that volume might be increased.

Indonesian tea exports declined in the first three months of 1952. The principal reason for declining tea shipments was the recent decision by the British Government to drop the subsidy and subsequent cut prices offered suppliers.

Although the tea ration in Great Britain was raised and imports were expected to go up as high as 70,000,000 pounds per year, it was doubted that much of Java's low-grade tea would be included in the increased imports, as British consumers have shown a preference for the better-grade Ceylon and Indian teas.

Sales to the United States also declined, particularly in the first three months of 1952. Exports of 2,494 tons in 1951 showed a slight increase as compared with shipments of 2,265 tons in 1950. The decline in recent sales to the United States is attributed to the general world-wide slump, and particularly to the fact that the competition for sales to the dollar area is so keen as to weaken sales of the lower grades.

Various schemes have been advanced in Indonesia for increasing sales, particularly an advertising campaign, which has proved successful for other commodities.

George Boukouris back from ten-week trip to Indonesia, India, England

Back from a ten-week business trip around the world is George Boukouris, president of Boukouris & Co., Ltd., New York City, well known tea importers.

Mr. Boukouris visited his firm's agents in Indonesia, India and England.

He reported sadly that the bottom seemed to drop out of nearly all commodity markets just as he arrived at each major stop on his itinerary. He fully expects rapid recovery to set in, now that he is safely back on our shores.

Bolcom joins Paxton & Gallagher

S. B. (Stan) Bolcom has joined the Paxton & Gallagher Co., Omaha, as assistant to T. J. Prettyman.

Mr. Bolcom was formerly with the coffee department of Red Owl Stores, Inc., Minneapolis, and before World War II was with the Andresen-Ryan Coffee Co., Duluth.

In his new post, Mr. Bolcom succeeds Edwin S. Spitze.

JULY, 1952



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Science serves the tea industry

(Continued from page 41)

nature calling for study. Thus, little is known of the manner in which character, aroma and flavor are produced during black tea manufacture. The properties in the leaf which make for cup quality are much in need of research. We know that the tannin bodies in the leaf are oxidized and condensed with the help of enzymes within the leaf, but subsequent reactions between the products of these changes and the leaf proteins are not understood, and a clarification of such might well give information of prime importance. These complex problems call for leisurely study, undisturbed by the urge for quick results.

(To be continued)

Angola coffees

(Continued from page 15)

For a clearer idea of the quantitative evolution of these exports, we are also showing an index table, Table IV.

In table V, we see Angola coffee exports during the six last years, taking into consideration only the principal markets.

A comprehensive plan for development of Angola is to be executed for an amount of 1,300,000,000 Escudos (about \$45,500,000). This plan, together with other official measures regarding the Angola export trade, will bring an intense peopling of these West Portuguese Africa territories. Already the number of white inhabitants is higher in Angola than in any other territory of Central Africa. The average increase there in the last ten years has been about 5,500 white people a year. At present Angola has 100,000 Europeans. To make a comparison, the white population of Belgium Congo and French Equatorial Africa amounts all together to only 75,000 inhabitants.

The plan for increasing this population in Angola will contribute, of course, in a decisive way to the enlargement of coffee cultivation and coffee trade in the near future.

Coffee futures contracts

(Continued from page 38)

fore cannot protect himself. On the other hand, the deliverer has the advantage of having the right to choose the grade to be delivered.

The reason we dwell at some length on this phase of futures contracts is that the coffee trade does not seem to be fully aware of such developments that can and do occur under fixed differentials. Happily, however, with commercial and fixed differences reasonably close together and with the deliverer required to confine the average grade of his delivery between certain limits, the above-mentioned risk in trading in coffee futures is not at all beyond a prudent man's undertaking.

The next article in this series on using the coffee futures markets will deal with hedging.

Tea leaves

(Continued from page 42)

Such an education program could be properly sponsored by either the Junior Board of Directors of the Tea Association of the U.S.A., or by the Tea Council.

Costs of operation would be so reasonable that no fee would have to be charged.

Isn't it worth a try?

Setting efficient standards on packaging machinery

By VALENTINE C. BREMER

This article is from a talk presented by Mr. Bremer to the recent Packaging Conference of the American Management Association, held in Atlantic City, N. J. Mr. Bremer is quality control manager for the C. F. Mueller Co., Jersey City, N. J.

In setting efficient standards for packaging machinery, we must consider two types of causes which will be working against these standards. They are chance causes, and other than chance, or assignable, causes. Chance causes, such as normal variations in materials, machines and manual operations, are present to some degree in all operations. It is the unexpected and abnormal variation which must be detected and eliminated.

The use of statistical quality control methods can accomplish this in a thorough, quick and economical manner. While reducing inspection costs and defects, they also give early warnings of unfavorable trends and aid in economic design.

We base our control techniques for variable weights on variations for individual packages rather than for averages. In either case the technique is the same, though the numerical values of the control limits are different.

The first step, then, in a control program for variable weights is to determine conditions actually existing when filling a specific product on a specific machine or line.

For our short goods packaging, five consecutive packages are sampled from each pocket in numerical order, 30 samples being obtained each hour, a total of 1,440 per shift. Control limits are calculated for each pocket and for the scale as a unit (composite of six pockets) both on an individual package and an average weight basis. These control limits are listed on a master chart which is kept in the quality control office.

During packaging operations, the inspector records the weight for each package. Should a particular pocket show three consecutive sets of samples out of limit (one-half hour run), the maintenance mechanic is notified and the pocket adjustment is made by him. Previously, the inspector who was weighing random packages would run back and forth making adjustments every time a package showed what she considered an undue deviation from the one tested previously. As a result, the machine seldom ran evenly and often was shut down, resulting in a loss of 90 packages for every idle minute.

With standards for the weighing efficiency of each machine or manual packing line and with procedures for

correcting machine deviations, it becomes natural to set up procedures for checking inspectors. At least weekly, on different days and different hours, a case of each product is sampled from each packing line, on each shift. These products are weighed right at the line and out-of-limit defects referred back to the supervisor on manual lines.

Spot-checking at the machine or line, rather than in the laboratory, has a psychological advantage. Workers feel an uplift in morale when no "defects" are found and they take correction because they know it is based on unbiased, mathematical fact. There are few people who do not want to do a good job, be it a packer or an inspector.

Packaging usually is the last step in the manufacturing process. Unless standards are set for product variability, difficulty will be encountered in packaging a product which varies considerably in length, overall diameter or unit weight and thickness.

With a set of machine and product variability controls in effect, a third source of variability is encountered in packaging cartons and cases. Our program for setting standards for this item is not yet complete, but data on



These are the tea cartons recently redesigned for the C. D. Kenny Division of the Consolidated Grocers Corp., Baltimore, by the Rosotti Lithograph Corp., North Bergen, N. J. A drastic revamping, the new appearance brings the tea cartons into line with the company's other labels for maximum brand identification. Sift-proof in construction, the cartons are in four colors with the large "K" in red and yellow, the "Parkway Tea" in black and the banding in blue. The overall background is white. #730 Tea is a private brand distributed by C. D. Kenny. Loose tea and iced tea cartons are in four and eight ounce sizes, the #730 Tea Bag carton in the 50-bag size only.

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incoming defects and operational difficulties is being collected and analyzed.

In this program, incompletely sealed or open side-seams, missing cellophane windows, warped cartons, excessive board weight variations are considered major defects. When bulged cartons, or defective side-seams occur in a carton on the packaging line, the carton jams up in the forming unit and by the time the safety trip shuts off the machine, three additional cartons are ruined and machine shutdown time encountered. During a recent 30 minute run, 20 per cent of the defective cartons caused a 50 per cent less in machine operating time. This is an intolerable situation.

Naturally, we expect a percentage of defective cartons but this must be kept within limits, for obvious reasons. Consequently, we have placed a counter on the carton forming machine. At the end of each shift, the carton input and the output as reflected by the case tabulator are recorded on the packaging report. The type of major carton defect and the manufacturer's name are also included. In case of excessive defects, the data can be reported back to the supplier.

Most suppliers are willing to work with the purchaser regarding excessive defects but there must be an interchange of factual data and specifications of a practical nature.

Setting efficiency standards for packaging or other type machinery is usually assigned to one or more staff members. However, without active cooperation in the practical application of these standards by supervisory foremen, maintenance mechanics, and the operators themselves, the best standards in the world aren't worth the paper they are written on. Consultation with them during preliminary phases and actual operation of the program and explanation of the whys and wherefores in simple language is very effective.

Terms such as standard deviation, sigma, correlation coefficients may sound impressive but they usually convey absolutely nothing to workers. Since these individuals are usually closest to the operation they often have helpful suggestions in the way of form changes or machine set-ups or feed flow.

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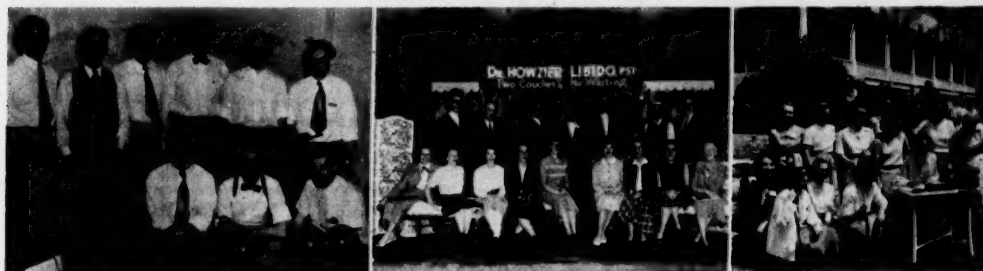
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COFFEE & TEA INDUSTRIES and The Flavor Field

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill



Three ways Shawnee conventioners had fun. Among bowlers were (kneeling, from left) J. R. Heller, C. A. P. Van Stolt, Frank Bursch. Standing: Jan Berlage, Arthur Dunn, Stewart Woodruff, Walter Archibald, John M. Fogelberg, Dan Ungar. In the center is the cast of the hilarious ASTA playlet. Seated, from left, are Mrs. Samuel Kaltman, Mrs. Robert F. Sayia, Mrs. Michael F. Corio, Mrs. Gerry Leonard, Mrs. Albert E. Keogler, Mrs. John A. Sherman, Mrs. Donald A. Sayia, Mrs. Ernest Winter. Standing: Robert Sayia, Mr.

Sherman, Mr. Corio, Donald Sayia, Mr. Winter, Mr. Keogler, Mr. Kaltman, Mr. Leonard, Mr. Schlichting. At the right, ladies in the putting contest gather round to check scores. Kneeling, from left, are: Mrs. Corio, Mrs. Leonard, Mrs. George A. Shurman, Mrs. Robert Sayia. At the table is Mrs. Sherman, in charge of the ladies' program. Standing are: Mrs. W. E. Blair, Mrs. Peter Pannell, Mrs. John W. Blake, Mrs. Donald Sayia, Mrs. Winter.

ASTA meet continues two main drives

The spice industry of the United States will continue to drive forward during the coming year on its two main fronts—publicity and research.

Extension of the campaigns, aimed at widening the market for spices in this country, was confirmed at the 46th annual convention of the American Spice Trade Association.

For this convention ASTA returned to the Shawnee Inn, Shawnee-on-Delaware, Pa., site of the organization's first resort convention two years before.

As spice men and friends from allied fields gathered at Shawnee, they found spring was "busting out," with dogwood and the Inn's magnificent wisteria at peak of bloom.

In this pleasant setting conventioners found prepared for them a program balanced between brass-tacks business sessions and varied social and sports events.

In one respect, at least, the 1952 meeting probably set a precedent. Standing committee reports were prepared beforehand and made available to AST members about a week before the convention. Spice men were able to study them and bring considered opinions to the sessions.

Monday morning the spice men met in three section gatherings—agents and brokers, dealers, and grinders—heard reports from their chairmen, worked out suggestions for consideration by the annual meeting the next day, and elected their section chairmen for the coming year.

The agents and brokers named Donald A. Sayia, of A. A. Sayia & Co., New York City; the dealers elected John A. Sherman, of the A. C. Israel Commodity Co., Inc., New

York City; and the grinders chose T. Bernard Jones, of the R. T. French Co., Rochester, N. Y.

Tuesday morning retiring president Harry J. Schlichting, of B. H. Old & Co., Inc., rapped his gavel to call ASTA's annual meeting to order in the Grill Room, revamped for the purpose into a pleasant, fan-shaped auditorium.

The convention voted a number of changes in ASTA's contracts, including changes to fit requirements of the new Gans Law in New York State, a modification of the "force majeure" clause, and a new provision in the contract covering delivery from a strike-bound pier or warehouse.

Changes were also made in the by-laws, including the addition of a requirement that all officers and directors of the association be citizens of the United States.

The business session Wednesday morning began with a talk by J. Noble Braden, of the American Arbitration Association, who revealed an astonishing grasp not merely of arbitration law in general, but of ASTA contracts and arbitration procedures in particular. After his talk he answered instructively a barrage of rapid-fire questions from the floor.

John J. Frank, vice president and general manager of The Frank Tea and Spice Co., Cincinnati, was elected president of the association for the coming year. G. Leonard, vice president of C. M. van Sillevoldt, Inc., New York City, was named vice president, and Michael F. Corio, of M. Rothschild & Co., New York City, was chosen treasurer.

The convention also elected the following directors to

serve two-year terms: Ralph J. A. Stern, of the McClintock-Stern Co., Inc., San Francisco; and A. Joyne Beane, of McCormick & Co., Inc., Baltimore.

Named to the board for one-year terms were William L. MacMillan, of The Woolson Spice Co., Toledo, and Carl A. Bruch, of the Chicago firm bearing his name.

The new board swung into action promptly. It met immediately after the adjournment of the session.

On the social side, conventioners took readily to the hospitality parties and to the recreation activities scheduled for afternoons and evenings.

By tradition a leading sport at ASTA conventions, bowling drew a large contingent of male keggers to the American Legion hall in nearby East Stroudsburg. Competition for the Lloyd M. Trafford trophy was stiff.

Winning score

Fred W. Jungbluth, of the Knickerbocker Mills Co., rolled up the winning score, trailed by Walter E. Blair, of Cal-Compac Foods, Inc., and William E. Martin, of the company of that name.

During part of the convention the weather was uncertain, and when the sun did come out the golfers took full advantage of it. The Shawnee links were in top condition.

T. R. Miles led the field in the low gross tournament with a 78, and John Sherman was second with 80. R. J. Clements' 82 brought him in third, while James B. Wright's 93 was fourth.

In the low net tournament, J. C. Haigh came through with a net 72 to win. Tied for second place were A. P. Voaden and Kenneth P. Billhardt, with 73. In third

place were A. Joyne Beane, Walter E. Blair and William E. Martin, each with 75. Fourth place was captured by John P. Diedolf, with 76.

The kicker's handicap wound up with a tie, E. S. Carico and John W. Blake both rolling up the winning 80.

A mixed hole-in-one tournament saw the ladies teaching the men a thing or two about golf. In the men's division M. L. Asmus put the ball 9 feet 6 inches from the pin, T. E. Milchrist landed his 11 feet away, and the other contestants didn't do that well.

Among the ladies, Mrs. A. P. Voaden came within 4 feet 8 inches of the pin and Mrs. Rudy F. Mako's try was 4 feet 10 inches away. The runners-up, though, were well in the rear. Mrs. W. Gerald Skey's attempt, third best, was 27 feet from the hole.

One of the entertainment events was an instructive as it was enjoyable. Lloyd M. Trafford reviewed the history of the association and showed slide pictures of every ASTA president, from founder John Recknagel in 1907 to John J. Frank today. He also showed pictures of other prominent association members.

Paving the way for Mr. Trafford's talk was a reprint from the August, 1907, issue of The Spice Mill, now Coffee & Tea Industries, reporting on the first meeting of the association. The reprint was distributed to members a week before the convention.

Long before the conclave interest had been mounting in a feature referred to continuously and mysteriously by ASTA Executive Secretary Ernest H. Winter as "You

(Continued on page 37)

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base will flavor and
color a gallon of syrup,
5 gallons of ice cream
mix, 100 pounds of finished product.



Named to serve as FEMA officers for 1952 were (front row, from left) Don C. Jenks, second vice president; William H. Hottinger, first vice president; W. G. Grant, president; John S. Hall, general counsel and secretary. Standing: Myron J. Hess, third vice president; E. N. Heinz, Jr., who was convention chairman, executive committee; Leslie S. Beggs, advisory committee; Lloyd E. Smith, treasurer; L. P.



Symmas, secretary; John N. Curtlett, chairman advisory committee; S. M. Kleinschmidt, executive committee. Grinning over a convention joke (above) are, from left: R. Cagigal, The Camax Co.; E. F. McCormick, S. H. Mahoney Extract Co.; E. F. Plagge, Bowey's, Inc.; Joseph R. Maxwell, The Camax Co., president of the Vanilla Bean Association of America.

Supply outlook good, FEMA hears

By CAROLE D. LINDGREN

The supply outlook for the flavor manufacturing industry is good. The overall volume of the industry is increasing—but not at the retail grocery level. Moreover, the need is growing for flavor makers to consolidate their shipments through distributors and centralized warehousing.

These were some of the trends highlighted at the 43rd annual convention of the Flavoring Extract Manufacturers' Association, held at the Edgewater Beach Hotel, Chicago.

The convention committee, under the chairmanship of E. N. Heinz, Jr., Food Materials Corp., Chicago, arranged a program for the four-day meeting which was well-balanced between concentrated business and technical sessions and entertainment for both members and ladies. Others on the committee were Chris Christensen, Charles Pfizer and Co., entertainment; William B. Durling, Wm. J. Stange Co., golf; William F. Hottinger, Bowey's, Inc., program; and S. M. Kleinschmidt, Liquid Carbonics Corp., registration.

Opening Sunday was devoted to registration and a meeting of the board of Governors, with a hospitality party in the evening at which the suppliers were hosts.

FEMA President W. G. Grant, of the National Nu-Grape Co., officially opened the convention the next morning. In his annual report, Mr. Grant reviewed the activities of the board of governors during the past year, ranging from action on the Revenue Bill of 1951 to national and state legislation.

John S. Hall, FEMA's executive secretary and general counsel, outlined in detail the work of the association of the federal tax on distilled spirits, price stabilization and the establishment of definitions and standards for food products in which flavoring is one of the essential ingredients. He also told of the informative and legislative bulletins issued to members and of court decisions affecting the industry during the year.

Professor P. S. Lucas, of Michigan State College, de-

livered a paper entitled, "Favor the Flavor." Delving into ancient history, Professor Lucas indicated that in biblical times flavors were used not only for adding zest to a food but often to mask off-flavors.

He discussed Bourbon, Mexican, Tonka and Tahiti vanilla beans and their flavoring constituents, and went onto fortified extracts and synthetics or imitations. He said a study made by the American Dairy Science Association in the states of Washington, Michigan and Florida as to public reaction on synthetic versus pure vanilla flavors disclosed that the flavors composed of Mexican and Bourbon beans in the ratio of 60-40 scored first. In the long run, the ice cream manufacturer has more to gain through the use of pure vanilla flavor of fine quality, the report pointed out.

Robert H. Bingham, research economist of the Grocery Manufacturers of America, Inc., spoke on "Price Controls: Problems and Prospects." Stating that an extension of price controls "would not be surprising," Mr. Bingham said the preparation of "tailored" OPS orders on many commodities is moving slowly ahead, but there are not likely to be many new ones on grocery products. However, a proposed regulation is being considered which spells out prices for different varieties of cocoa beans, he said.

Addresses on the second day by many leading figures in the industry kept the convention in session the full day. Ray C. Schlotterer, secretary of the Vanilla Bean Association of America, gave the opening report on "The Vanilla Bean Market," presenting a cross-section of opinion from all members of VBA. The price differential between Mexico and Madagascar has been lowered so that Mexican vanilla is a value to all, Mr. Schlotterer said, adding that today, with prices as they are, vanilla is considered the cheapest of flavors.

"At no time have producers worked as closely in bringing the value of vanilla flavors to the attention of the

American public as they are now," Mr. Schlotterer stated. "It is further reported that Madagascar is planning a public relations program to this end."

Commenting on the growing conflict between man-made synthetics and the natural flavors, Mr. Schlotterer said it was believed that the public *can* be sold on quality. Bourbon beans today are priced lower than 50 years ago, he commented, adding that too often emphasis is given to vanilla flavor, without credit to the natural base.

During the past year, over 10,000 copies of the booklet, "The Story of Vanilla" have been distributed, he revealed, 2,000 in answer to requests following a radio offer. On this program, a dietician discussed the use of pure vanilla flavor. A number of stores reported subsequent requests for natural beans from housewives.

"The industry supply outlook is good, as I see it," stated Dr. Clarke E. Davis, of the Virginia Dare Extract Co. In answer to interest shown by many manufacturers in raw materials—such as sugar, fats and oils in large quantities—Dr. Davis said world production is back to normal. Particularly in the case of sugar, there seems to be no reason for any restrictions on supply, or for an increase in prices.

As to other products used by the industry, Dr. Davis indicated that glycerine will be in adequate supply and prices seem to be headed toward a lower level. Alcohol, he said, is in ample supply, with increased facilities for the manufacturers of synthetic alcohol. Prices are down and fairly well stabilized. In the aromatics field, the outlook at the sources is much improved, according to Dr. Davis, and because of lower prices on essential oils, other aromatics have decreased in price. In fresh fruits, the supply of grapes is ample, but citrus oil supplies are tight, although available as needed.

In response to a query from Dr. Davis, the president of one of the larger cocoa and chocolate companies reported that Brazilian producers are finding the European market price better than the U. S., and that his own organization had only about 5,000 tons available for export. He forecast that the cocoa bean shortage will continue until late in 1952.

From the transportation point of view, Dr. Davis said the year 1952 will be one of adjustment. With small shipments, which are predominant in the flavoring industry, becoming more and more expensive, he said it is difficult to forecast the future. Pointing out that ship-

ping costs often equal ten per cent of the value, yet cannot be recovered under OPS prices, Dr. Davis advised the manufacturers to make every effort to consolidate shipments through distributors and centralized warehousing.

A. K. Varda, who paid an unexpected visit to the FEMA meeting, spoke briefly on the federal tax on distilled spirits. He said that means of facilitating drawback claims were being discussed and that it was hoped a measure of relief can be obtained next year by tax law revisions.

J. R. Maxwell, of the Camex Co., addressed the convention on "Cultivation of Pure Vanilla Beans," illustrating his talk with color slides. He reviewed historic developments relating to the planting, growth, harvesting, curing and marketing of vanilla pods or beans.

Following reports of standing committees, the membership voted to reelect the present board of governors to serve for the coming year. These officers are W. G. Grant, National NuGrape Co., Atlanta, president; William H. Hottinger, Jr., Bowey's, Inc., Chicago, first vice president; Don C. Jenks, Foote and Jenks Co., Jackson, Mich., second vice president; Myron J. Hess, S. Twitchell Co., Camden, N. J., third vice president; L. P. Symmes, Baker Extract Co., Springfield, Mass., secretary, and Lloyd E. Smith, Virginia Dare Extract Co., Brooklyn, N. Y., treasurer.

Named to serve again on the executive committee were E. N. Heinz, Jr., Food Materials Corp., Chicago; S. M. Kleinschmidt, Liquid Carbonic Corp., Chicago; and H. E. Reinhardt, Jr., American Home Products, Inc., New York City. Miller Winston, Blanke Baer Extract Co., St. Louis, was named to the committee, succeeding Herbert L. Trimby, of Vanilla Laboratories, Inc., Rochester, N. Y.

Named to the advisory committee were Leslie S. Beggs, Styron-Beggs Co., Newark, Ohio, and John N. Curlett, McCormick & Co., Inc., Baltimore, Md., as chairman.

John S. Hall continues to serve the association as attorney and executive secretary.

The annual golf tournament was held at the Edgewater Country Club. Guy Bates, of the Bates Chemical Co., won, giving him possession of the former Frank L. Beggs' cup, with his name to be inscribed on it as the winner of the first leg and holder of the cup until the next tournament.

(More convention highlights in next issue)



Left: Leslie S. Beggs, Styron Beggs Co., and John N. Curlett, McCormick & Co., Inc., at a FEMA convention session. Center: Pondering points made at meeting are Garrett F. Meyer, Warner-Jenkinson Co., (foreground, left) and H. B. Costler, Food and Container Institute. Beyond them are E. N. Heinz, Jr., Food Materials Corp.,

(left) A. H. Michaels, Polak's Frutal Works, E. Vies, also of Polak's Frutal Works. Right: Conventioneers from Northville Laboratories. C. A. Tarnutzer (left), Mrs. Tarnutzer, W. B. Hager, Northville v. p., Mrs. C. E. Langfield, Mr. Langfield, president of the Northville, Mich., firm.



At the banquet which climaxed ASTA's 1952 convention. Around the table at the left are (clockwise from left) Thomas F. Burns, Mrs. Jacob Frank, Sr., mother of ASTA's new president, proxy John J. Frank, Mrs. Frank, William L. MacMillan, Miss Nicky Vita, Robert W. Wright, Mrs. MacMillan. Gathered at the center table are (clockwise from left) Mrs. Rosanna Beebe—Center, Fletcher Long, Mrs. Jacobus F. Frank, L. J. M. Wezenaar, Mrs. Ernest Winter, Mr.

Jacobus Frank, Mrs. Frank Wolf, Mr. Winter, Mrs. Wezenaar, Mr. Wolf. At the right, Lloyd M. Trafford (furthest right) and conventioners (clockwise, from Mr. Trafford) Mrs. F. Brooks, Mr. and Mrs. Norman S. Dillingham, Mr. Brooks, Mrs. and Mr. A. P. Voaden, Mrs. and Mr. G. Clyde Andrew, Mrs. and Mr. J. Bosley Bond, Mrs. Trafford.

ASTA meet continues drives

(Continued from page 54)

Get What You Pay For," a title usually followed in the Spice Letter by a question mark.

At Shawnee Inn, the lobby was placarded with posters heralding "You Get What You Pay For," with the additional reminder that "this show costs you nothing."

Tuesday night the curtain rose on the mystery. It turned out to be a hilarious four-act play called, "The Tail of the Steal Handicapper," written and acted by ASTA members and their wives. Starting in a dealer's office, shifting to a grinder's place and winding up in the office of Dr. Howzier Libido, a psychiatrist, the play recounted the lugubrious tale of a pepper transaction that ran into all kinds of trouble.

Wind-up of the social program and the convention as a whole was the banquet Wednesday night. Top prizes in the sports events were presented, Fred Waring—who heads up the Shawnee Inn—spoke briefly, and the rest of evening was given over entirely to relaxation. Helping in the merriment was Prince Hara, a professional entertainer whose skill as a stage pickpocket had spice men gasping and reaching apprehensively for their wallets.

All during the convention the meals were exceptional, for a good reason. Menus had been carefully selected beforehand by Mrs. Jacobus Frank and Shawnee's Chef Buckle. Included were such unusual items as "nasi goreng," an Indonesian dish, for which recipes for requests have been coming in.

Chairman of the convention committee was L. J. M. Wezenaar, assisted by Carl A. Bruch, hospitality; Mrs. Jacobus F. Frank, food; G. Leonard, liquor service; Robert J. Shearman and Michael Kedrovich, bowling; Kenneth P. Billhardt, golf; John J. Frank, softball and other sports; Thomas Burns, Jr., John Fochtman and Mrs. John Sherman, prizes; Albert E. Keogler and Michael Corio, speakers and entertainment; Mrs. John Sherman, ladies program; Fred Matthei, traffic and transportation.

COMING

"Trends in Spice Distribution"

By Lester W. Jones

"Meet the Nutmeg"

By John W. Blake
In Forthcoming Issues

Where is pepper headed?

Considerable interest has been expressed in the article, "Where is pepper headed?," by Alfred Joensson, manager of the Joensson & Cross Division, World Commerce Corp., published in a recent issue of Coffee & Tea Industries, formerly The Spice Mill.

The article has been reprinted, and copies are available from Joensson & Cross, 25 Broad Street, New York 4, N. Y.

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New York News

■ ■ R. C. Wilhelm & Co., Inc., which was a leading New York City coffee firm since the turn of the century, is being liquidated. Active operations ceased as of June 30th.

R. C. Wilhelm, founder of the company, died last December in a Norway, Maine, hospital at the age of 76.

Walter B. Carswell, vice president of R. C. Wilhelm & Co., Inc., who was with the firm for 44 years, in complete charge of its operations since 1929, has announced the formation of a new company for general importing and trading in coffee.

Known as Walter B. Carswell, the new firm started in business as of July 1st, with headquarters at 135 Front Street.

Two men with the R. C. Wilhelm organization for many years, James J. Quillen and Charles De Carlo, have joined Mr. Carswell in the new company.

Mr. Carswell indicates he is in a position to serve his many friends in the industry in the future, as he has served them in the past.

He carries with him, in his new company, the best wishes of Front Street and the entire trade.

■ ■ Another weekend outing of the Green Coffee Association has become history. About 85 people, members of the trade and their wives, made the trek to the Shawnee Inn, Shawnee-on-Delaware, Pa., for the event.

A social event from start to finish, the weekend was marked by cocktail parties and other forms of recreation, but golf, as usual dominated.

In the kickers' handicap, the winners were John Neumann, A. J. Pasch and A. A. Anisneum.

■ ■ Add to your roster of tea organizations The Tea Club. Formed last month at a meeting of 68 local tea people at the Antlers, The Tea Club is what its name indicates—an organization

for informal get-togethers of tea people in the New York area.

Its program will be mostly social, but if members desire, the meetings will consider matters of business interest.

The club, it was emphasized, is not affiliated to any other tea organization. Membership, moreover, is by individuals, not by companies.

Officers elected were Joseph Diziki chairman, Oliver Conway vice chairman, William MacMelville, secretary and Dominic Vaskas, treasurer.

Membership in The Tea Club is open to anyone in the metropolitan area who is interested in tea. If you'd like to get in touch with them, write Box 133, Wall Street Station, New York 5, N. Y.

The next meeting of the club has been set for September 10th, and the place will probably be the Antlers.

■ ■ Edward Aborn, NCA president, and Mrs. Aborn, returned late last month aboard the Moore-McCormack Line's Uruguay. With William D. Roussel, NCA vice president, Mr. Aborn visited Brazil as official representatives of the association.

Mr. Aborn said coffee producers in Brazil assure American consumers that production will increase to take care of their needs. There was ample evidence of new plantings, he reported.

■ ■ The trade is giving a farewell dinner at the Waldorf-Astoria to Bill Williamson, who resigns as of July 1st from NCA. During his final week as an official member of the coffee fraternity, Bill wrote to NCA members that it was "a great experience and a great privilege for me to have been so closely associated with you in these productive and exciting years."

■ ■ The Oradell, N. J., outing of the New York green and roast trades, which comes too late for coverage here, will be reported in detail in the next issue.

■ ■ George Sasseen, of Ruffner, McDowell & Burch, Inc., flew down to Rio early in July, accompanied by his wife. His visit will take in Santos, Sao Paulo and Parana. The return trip, more leisurely, will be on the Argentina due back in mid-August.

■ ■ C. F. Smith, of Jabez Burns & Sons, Inc., recently returned from an extended trip to the Scandinavian countries where he advised on engineering and equipment aspects of several plants. He said the coffee trade there is enjoying a good volume and is doing a great deal to modernize roasting and processing facilities.

■ ■ E. M. Wilkinson, who for many years was associated with S. A. Schonbrunn & Co., Inc., has launched a coffee importing and jobbing business of his own, with headquarters at 135 Front Street.

■ ■ Howard Sneden, formerly with Nash & O'Brien, is now with the coffee department of the Nestle Co.

■ ■ Ralph Lombardi, also formerly with Nash & O'Brien, has joined Hendrickson & Kammer.

■ ■ Juan E. Godoy, a vice president of W. R. Grace & Co., left last month for a visit to Rio and Santos.

W. R. Grace & Co. are U. S. agents for Lima, Nogueira S/A Comercial e Exportadora, Santos coffee exporters.

■ ■ Enrique F. Orton, manager of the Santos office of the American Coffee Co., sailed for Brazil last month with his wife on Moore-McCormack's Argentina, after a visit in this country.

■ ■ Robert B. Smallwood, president of Thomas J. Lipton, Inc., is now one of the 50 top leaders of industry on a committee advising the directors of The Lighthouse, The New York Association for the Blind, on policy and operations.

■ ■ Frederick H. Silence, vice president of Ruffner, McDowell & Burch, Inc., and president of the New York Coffee & Sugar Exchange, Inc., has been named chairman of the coffee division for the 1952 campaign of United Cerebral Palsy of New York City, Inc.

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San Francisco Samplings

By MARK M. HALL

■ ■ One importer seems to have described the state of the coffee trade in a way that might be applied to many other businesses in these United States. He said we have been hearing almost this whole year that business is dull, dull, dull. He was beginning to believe it himself. Certainly there was no excitement. There was little fluctuation in coffee prices, about a cent within the last month from the day of this writing. Nobody was buying in any quantity, but they were buying in small lots from day to day. It looked bad. So the firm began to add up for the month, then for the year—and found they were doing as much business as usual.

Looking into the national picture they found that coffee was coming into this country at about the usual rate, and at year-end it should be in the neighborhood of 20,000,000 bags.

Coffee comes high by the bag, goes a prevalent school of thinking, and with a ceiling, why should roasters buy anything but the smallest quantity possible for them to keep the plant rolling? Instead of 1,000 or 10,000 bags, it is now 500 or 750 bags. They buy according to the market at the time, eliminate risk and average out prices. It reduces problems of financing and storage for the roaster.

As to the importer, there is something going on all the time, even though it is small. The question of timing—to be there when the big roasters are buying—is no longer the problem it was. Now

everybody has a better chance, because there are more orders in small units than there are in big ones. And accounting for this condition in part is the belief of some roasters, at least, that they need have no fear of a shortage.

But the coffee business had its diversions recently, and they came by way of a ship strike in the Port of San Francisco. To date it has not affected the foreign ships, and there is now hope of settlement. It did cause some worry on the part of roasters regarding their stocks. They rushed their shipments from foreign boats off the docks. Most of them, however, were fairly well supplied. The demand for spots took a spurt and some importers found a chance to sell stocks at going prices—stocks which, if there had been no strike, might have laid heavily on their hands.

■ ■ Wilbur Hughes, of Haas Bros., spent a good part of last month visiting Central and South America, on business of course. He was there many times before and the novelty has worn off but the interest is as keen as ever.

■ ■ Harry D. Maxwell, of Hard and Rand, recently made the rounds in the Northwest, calling on the trade.

■ ■ Last month George Thierbach was rushed to the hospital in an ambulance in a very serious condition. We hear that the next morning, when the crisis was over, the nurse said to him, "Mr. Thierbach, do you know the angels were hovering all about you last night? You had a narrow escape."

"No," replied George promptly, in spite

of his weakened condition, "they were little red devils with split tails."

At any rate, he apologized for depriving us of a real news item, and is now on the road to recovery.

■ ■ F. E. Dennison of Henry P. Thomson, Inc., New York City, was a visitor to the company's office in San Francisco and later went to Los Angeles to finish off his pleasure and business tour. Mr. Dennison is a noted tea blender and was written up in the New Yorker magazine. He makes these trips, calling on the trade, about once a year.

■ ■ Alex Murray, Jr., Costa Rica planter, was a visitor to San Francisco. He is a camera fan who takes color pictures, and he sought the back roads and the beauty spots for good shots. While in San Francisco, he spent much of his time with the S. F. Pellas Co.

■ ■ S. F. Pellas and his family are taking their vacation at their summer home on Marla Bay, Lake Tahoe.

■ ■ Mrs. Mage Morill, of the S. F. Pellas Co., is retiring after 22 years in the coffee trade. The firm tendered her a champagne lunch at the St. Francis Yacht Club and rewarded her years of service with a generous bonus. All members of the firm were present.

■ ■ When changes are made in the personnel of the coffee trade in San Francisco, they don't go out of the business but just shift about.

Weldon H. Emigh announces that his firm will represent Naumann, Gepp & Co., and that Jack Hornung has become a member of his organization.

Leon Cavasso, Jr., who was with Weldon H. Emigh, is now with B. C. Ireland, Inc. Allan McKay, for some time with B. C. Ireland, is now the assistant to Warren Clute, coffee buyer for Schilling's.

Jack Hornung originally opened the

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offices of Naumann, Gepp & Co. in San Francisco, and the company will bring a good source of quality coffee to his new connectoin. Naumann Gepp have offices in Santos, Rio de Janeiro and Paranaqua, as well as Costa Rica and Africa.

■ ■ Ed Howatt, we're glad to say, is back on the street after being laid up for some time.

■ ■ Charles Montague, of M.J.B., is vacationing with his family on the Russian River, free from the cares of buying. He may sip a cup now and then at leisure, and for pleasure only.

■ ■ Mr. and Mrs. Walter Hellyer, of Hellyer and Co., returned recently on the President Wilson from Japan. He had been on a buying trip for this season's Japan teas. Their representative in San Francisco is the G. S. Haly Co.

■ ■ Ed Spillane, of the G. S. Haly Co., spent at least part of his vacation in the Los Angeles region, where he mixed business with pleasure.

■ ■ Jo Bransten, of M.J.B., can be classed as a man with no little local fame. He is mentioned from time to time in the columns of Herb Cane, of the Examiner.

■ ■ M. R. Ahuja, retired consul general from India and friend of the tea trade, is returning to India by way of Europe. He is traveling on the continent by automobile with his family.

■ ■ The purchasing department of the state of California recently established a tea standard known as A2. This is a black tea standard as worked out by the Tea Association of the U.S.A.

In originally promoting the plan, the national association exerted its influence to have it adopted by all the states, and many have already done so. It follows the same ideas of buying tea as used by the Army and Navy.

Tea samples are submitted to Mrs. M. L. Johnson, state tea buyer. Then these samples are graded and priced by the Western States Tea Association. At one time this grading was done by Ed Spillane, but it is now performed by a WSTA committee.

■ ■ Ralph J. A. Stern, president of McClintock-Stern Co., Inc., has been elected to the board of directors of the American Spice Trade Association. R. C. Pauli was elected regional director.

■ ■ Valale I. Chacko, Chairman of the propaganda committee of the Indian Coffee Board, is travelling in this country to observe and study the work of the Tea Bureau and the Tea Council, and also to meet the principal figures in the trade. He spent some time in Los Angeles and San Francisco.

■ ■ E. A. Johnson, Sr., Mrs. Johnson and E. A. Johnson, Jr., were in Brazil last month.

■ ■ Time only will tell who some day will be the coffee trade's top golf man. At the last meet of the San Francisco Coffee Club Jimmy De Armond shot a low gross of 78. Cedric Sheerer turned in a low net of 78. At the PCCA convention, Jimmy won the low gross and Cedric the low net, but the scores were not the same. At least the competition is getting hotter.



T. Carroll Wilson

■ ■ The Industry Advisory Committee for the coffee trade of the OPS was called to a meeting at Washington last month. Those on the committee from San Francisco are James A. De Armond, T. Carroll Wilson, Harold Gavigan and George Thierbach.

■ ■ TSTA met last month at Gino's. Principal business was the planning of the annual picnic in August. Big steaks and entertainment are promised, and they are looking for a good turn-out.

Vancouver

By ROBERT J. FRITH

■ ■ Maylor Avery known to all tea men in these territories and to nearly all coffee men, passed on in his sleep. The business of Maylor Avery, Ltd., which he established and directed successfully, will be carried on by his son George Avery. Principal business is in Indians and Ceylons, with some coffees.

■ ■ H. A. Rapelye, chief executive for the Continental Can Co. of Canada, Ltd., vigorous offshoot of the American company of the same name, was in Vancouver to participate in a ground-breaking ceremony for a new plant. The plant will cost, in its first stages, \$2,000,000. It is to be completed late this year on its site of 40 acres and by mid-winter will be rolling out cans for coffee, spices and other foods. Coffee roasters in British Columbia appreciate the entry of "Continental of Canada" into the local picture.

■ ■ Generally speaking, coffee business is easier in price but volume is being well maintained and roasters expect business on their line will be good well into the fall, by which time the huge construction projects and their numerous armies of outdoor workers will be letting down for the winter.

■ ■ Most important event of the month for coffee men in Vancouver was the advance in the Canadian dollar in terms of New York exchange, and some easing in various primary markets. The immediate result was a drop of three cents in the price of certain national brands, and a cut of two cents on the pound for bulk roasted coffees. That did not upset the market to any noticeable degree.

■ ■ Surprisingly, Ernie King, manager of coffees for the W. H. Malkin Co., Ltd., and Mrs. King, were in Pebble Beach last month on a holiday. Mr. King said he

was in California and that he would just drive over to Pebble Beach for a visit, but his trip was cut short and he could not stay to attend the PCCA convention.

Trevor Arkell and Henry Schmidt did attend.

■ ■ Which coffee firm is going to be the next to pack and distribute coffee in one-cup individual bags is being discussed in coffee circles. Up to this time, the Mother Parker Tea and Coffee Co., Toronto, has the distinction of being the only one to supply this market with roasted coffee in individual bags.

Some coffee roasters say they have shied off from following suit because they believe the retail price of approximately 75 cents for 20 bags is too high. Just the same, one leading food department here, said to be the largest in Canada, is said to be doing a nice business in these individual packagings. So we can expect some other roasters to come along with the same proposition.

■ ■ Dick Riley, very well known and liked in coffee, tea and associated business, has passed on. What makes it harder to take is that he was relatively a young man, in the prime of life. He was assistant manager of Western Wholesale Grocers, then president of the Jewel stores. He was the son of W. P. Riley, chairman of the board of that outstanding company.

■ ■ Jim Murchie, who is interested in an increasing way in tea and coffee, spent a few days with his Victoria, B. C., business friends this month. Possibly because of the great expansion in "tourist business," things are booming over there in British Columbia's capital city.

■ ■ Arthur Irish of Arthur Irish & Co., Ltd., distributing teas, coffees, extracts to the manufacturing trade, was at home recovering from a brief illness, but he is once again his old self. Mr. Irish had planned to attend the Pebble Beach meeting but didn't go, on the advice of his doctors, who say he has quite recovered but must take it easy for a little while yet.

■ ■ Also confined to his home because of illness was W. G. Jeffery, manager in B. C. for the Tea Bureau. Mr. Jeffery got himself a touch of chicken pox, which he thought he had when a youth. But he has recovered and is back in his Burrard Street offices.

■ ■ Leonard Akerman, Toronto, was on the Coast this month. He heads up the Canada-wide organization of the Tea Bureau. He makes periodical trips to the Coast, visits business friends and they are glad when he does call. He says that all across Canada, almost without exception, tea business is very good.

■ ■ It is no secret now, but Herbert Moorhead, of Montreal, Canadian manager for Florasynth Laboratories, came out to the Coast to meet, at Vancouver, Elliott Friberg, who heads up all West Coast business for the company. Mr. Friberg came up from Los Angeles.

■ ■ In tea business, the important visitor of the month was E.C.T. Holmes, of Calcutta, India. He represents a group of tea planters there and is the first visitor from that tropical land to reach this part of Canada, so far this spring.

New Orleans Notes

By W. McKENNON

■ ■ Cooperative advertising with the grocers the past month predominated in the local papers. One of the roasters offered their coffee-chicory blend through the stores at prices ranging from 57 cents to 64 cents per pound on one brand, which is packed in a popular cannister.

Another well-known brand ranged only from 75 cents to 77 cents per pound for the chicory blend package, which contains a coupon redeemable for various household articles.

One advertised offer was a one-fourth pound package of tea free with each purchase of one pound chicory coffee in either of two different brands. One of these coffees, a well known local brand, was advertised for 72 cents per pound with the free tea package and the other lesser known brand was listed at 59 cents per pound with the tea.

■ ■ A local television show is being sponsored by one of the largest roaster firms here. The 15-minute program features songs and interviews. They offered the public a coupon good for 15 cents on the purchase of a pound of the chicory-blend coffee upon receipt of a letter stating what the listener thought of the program and the coffee advertised.

■ ■ Upon request of the New Orleans Board of Trade, to the Commission Council of the City of New Orleans, the name of Arcade Place was recently changed to Board of Trade Place. The name-changing ceremony took place with city officials and Board of Trade members participating and was observed by most of the coffee trade, whose offices

and business houses surround Board of Trade Place, one of the most charming, shrub-bordered, block-long thoroughfares in the city.

■ ■ The loss of J. Henry Young, whose death occurred early last month, will long be felt in the trade. Mr. Young, who had been associated with Nash and O'Brien for the past 12 years, was highly respected by all who knew him, and his cheerful words and ready smile will be sadly missed.

■ ■ David Kattan and his family attended the New Orleans Traffic Club picnic, an annual event, held this year at Fountainebleau State Park. Numerous prizes, among them 50 one-pound bags of coffee donated by Mr. Kattan, were awarded the 700 who attended.

■ ■ Louis Castaing, of Leon, Israel & Bros., Inc., New Orleans, and Mrs. Castaing are accepting congratulations on the birth of a daughter, named Mary Hollace.

■ ■ John Daly, Jr., of New York is spending some time in New Orleans at the offices of Nash and O'Brien.

■ ■ John H. Wilkins, Jr., of Washington, D. C., with Mrs. Wilkins visited here several days after the recent NCA board of directors' meeting.

■ ■ Mr. and Mrs. John Quinn, of Springfield, Missouri, were recent visitors in New Orleans.

■ ■ James S. Levy, sales manager of J. Aron and Co., Inc., accompanied by his family, are spending their vacation in New York.

■ ■ R. M. Nash, of Nash and O'Brien, is spending some time in Brazil on business for the firm.

■ ■ The Crest Coffee sales office has been moved from 608 Tchoupitoulas Street to 301 Board of Trade Annex. This is an excellent business location and puts Walter J. Flanagan nearer to his old friends in the coffee trade.

■ ■ W. B. Burkenroad, Jr., vice president of J. Aron & Co., Inc., returned to New Orleans after a two month's visit to Brazil.

■ ■ Austin O'Brien, of Nash and O'Brien, is spending some time in the New York office.

■ ■ The New Orleans board of trade membership campaign, which started April 8th, closes July 15th and is already considered quite successful. To date 60 new members have been added. Members of the coffee trade who cooperated in the campaign are: C. A. Nehlig, vice chairman of the membership program; George Westfeldt, Jr., chairman of the sub-committee on membership development; and Kent Satterlee, vice chairman of the sub-committee on membership development.

■ ■ Carlos Wysling, of Ribeiro Carvalho Cia., Ltd., Santos, was in New Orleans recently enroute to Washington and New York. While here Mr. Wysling conducted business at the Schaefer Klausmann Co., Inc., offices.

■ ■ Frederic W. Delamain, of J. Aron & Co., Inc., has just returned from a trip through the Southwest in the interest of his firm.

■ ■ Alfonso Hernandez, of Gomez and Hernandez, Colombia, was a recent visitor in New Orleans, enroute to New York.

■ ■ W. C. Englisbee, Fred White and George Westfeldt, Sr., were among the 70 New Orleans businessmen who embarked here June 14th on the Del Sud for a "Know Your Neighbor" voyage to Houston. The Del Sud returned

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June 16th, after the passengers had enjoyed an instructive tour of Houston.

■ ■ The 61st annual convention of the American Warehousemen's Association, held here last month, drew the biggest crowd in the association's history, over 800. The entertainment program for members and their wives was sparked by chairman J. Weil, Jr., of Gulf Shipyards, New Orleans. He was assisted by the president of the New Orleans Association, L. A. Cloor, of the Standard Warehouse Co.

■ ■ Mr. and Mrs. Isidore Reisfeld, of St. Louis, were in New Orleans recently.

Mr. Reisfeld made his headquarters at his home office, J. Aron & Co., Inc.

■ ■ Morton Weiner, of Stein Hall & Co., Inc., New York City, recently visited the offices of Hanemann and Cummings, New Orleans representatives of Uropa, S. A., Brazilian exporting firm.

■ ■ The many friends of Henry Young, of Nash and O'Brien, will be sorry to learn he has been seriously ill and confined to his home the last few weeks.

■ ■ Sylvester McKenna, of McKenna and Co., Inc., St. Louis, and E. S. Spitzer, of the Old Judge Coffee Co., St. Louis, were visitors in New Orleans recently, calling on friends in the trade.

■ ■ Leon Israel, Jr., of the New York offices of Leon Israel & Bros., Inc., was a recent New Orleans visitor.

Chicago

By JOE ESLER

■ ■ Chicago Food Products Club held its annual golf tournament at St. Andrews Golf Club last month.

■ ■ Mr. T. L. McRaith of T. L. McRaith & Co. has joined the sales department of Swanson Brothers Inc. Mr. McRaith is very well known throughout the middle west and south. Swanson Brothers feel his coffee experience of more than twenty-five years will be very valuable to their organization.

■ ■ Hurd Whitney of Simon & Schuster, Inc. attended the NRTCA Convention at the Edgewater Beach Hotel last month.

■ ■ Enterprise Aluminum Co. is now offering a new type eighteen cup drip-olator which is meeting with good trade acceptance according to G. G. Sill, sales manager.

■ ■ Continental Can Co., Chicago has established a full tuition scholarship in food engineering at Illinois Institute of

Technology for the 1952-53 academic year.

In addition to the scholarship, funds are available for special food engineering equipment needed to train students in this field.

The scholarship will be awarded to a qualified student by the Institute with the advice and consent of the Continental Can Co.

■ ■ American Can Co. held a meeting of Chicago executives at the Palmer House last month.

■ ■ Roy Johnson, president and general manager of Roundy, Peckham & Dexter of Milwaukee, is celebrating his 40th year with this well known firm.

■ ■ The Bert Mills Corp. has started production of a standard model 200 cup coffee vender. They also have a 500 cup vender, both models use the same cabinet.

■ ■ Mrs. Helen Lodermeier, secretary to vice president W. A. Gerbosi, is celebrating her twenty years with Jewel Tea this month.

■ ■ Mathew T. Theis of the John Sexton Co. will celebrate his 50th anniversary with the company at a dinner given in his honor at the famous Kungsholm restaurant.

■ ■ Many Chicago companies had displays at the grocers convention at Miami Beach last month.

Southern California

By VICTOR J. CAIN

■ ■ Bill Kunz, accompanied by his wife, Ruth, left Los Angeles for New York to fly on a prolonged trip through the various countries of Europe. The entire trip is to be made by plane.

■ ■ Beck Rowe, of the Bunge Corp., and his charming wife, Nancy, came to Southern California for a short visit, combining business with pleasure. While Beck called on the trade, Nancy was busy seeing the sights of Los Angeles.

■ ■ Mr. and Mrs. "Bill" White, of the Huggins-Young Co., were hosts to Mr. and Mrs. Bill Waldschmidt, Earl Lingle, John and Charlie Mack, Roy Farmer, Jr., Mr. Waterhouse, and Mr. Ritchie at the La Guilla Gun Club, Ensenada, Mexico, for a fishing trip. With the yellow-tail running at its height, it seemed as though they might all end up with a good catch. However, only Bill Waldschmidt and Johnny Mack came up with the much sought fish.

■ ■ Charlie Nonenmacher, of the Jewel Tea Co., Inc., is making preparations for his annual trek to Chicago for a meeting of all district and sales managers throughout the country.

■ ■ Leo Cavasso, formerly of the Weldon H. Emigh Co., Inc., has now joined forces with B. C. Ireland & Co., Inc. Leo came to Los Angeles to call on the trade and renew old acquaintances under his new affiliation. Leo was very ably guided by Herb Knecht on his rounds.

■ ■ S. J. Wines Coffee, Inc., of San Diego, held their annual picnic at El Monte Park, Calif. Lorrie Moseley made the trip down as a representative of Breakfast Club Coffee, Inc., which is the home office of S. J. Wines.

■ ■ A farewell dinner was tendered at the Jonathan Club to Don Dunn, of Otis, McAllister by Bill Waldschmidt, of the same firm. Don is leaving this area to go to Geneva, Switzerland, as the representative of Otis, McAllister to become a part of their ever-expanding operations. Don will leave Los Angeles with every good wish for success on his new venture from his associates here. He will visit with his family in Paterson, N. J., before embarking on his trip to Europe.

■ ■ Charlie Nonenmacher, regional vice president of the Pacific Coast Coffee Association, accompanied by directors John Mack and Andy Moseley, attended a meeting of this association in San Francisco. Afterward, they motored back to Los Angeles.

■ ■ At this writing, the seamen of the SUP are still going strong. However, there seems to be hope of its early settlement.

St. Louis

By LEE H. NOLTE

■ ■ The first game of the 1952 golf season of the St. Louis Coffee Club was played over Glen Echo Country Club course. Twenty-two teed off.

The blind bogey was won by Harry Painter, the low gross by Walter Landmann. About 35 sat down to a good dinner and the evening was spent having a good time playing cards, etc.

■ ■ The next golf game is being held July 15th at the Norwood Country Club.

■ ■ A change has been made in the date of the inter-club golf tournament with Chicago. The date has been changed to Tuesday, August 5th, at the Elmhurst Country Club, Chicago. A very beautiful trophy has been donated by Pete Rubinelli, of the Star Coffee Company.

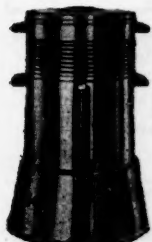
Denver

By F. TUPPER SMITH

■ ■ Mr. and Mrs. Floyd R. Pool, of the Spray Coffee & Spice Co., attended the Kiwanis International Convention in Seattle. They drove to Vancouver for a few days before returning to Denver.

■ ■ Isidore Reisfeld, of J. Aron & Co., Inc., New Orleans, spent a few days in Denver recently in the interest of his firm.

■ ■ F. Tupper Smith, Jr., of the Smith Bros. Brokerage Co., made a week's trip into Utah on business.



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